

March 18, 2019
East Japan Railway Company

TORETANS Digital Railroad Stamp Rally for Foreign Visitors

East Japan Railway Company (Headquarters: Shibuya Ward, Tokyo, President and CEO: Yuji Fukasawa; hereinafter “JR East”) will host a digital railroad stamp rally within Japan Travel Guide™ from NTT Advertising, Inc., a sightseeing app that provides foreign visitors to Japan with sightseeing information and information on JR East rail passes.

Collect stamps featuring TORETANS, characters created based on JR East trains, while riding around the East Japan area to download an original photo frame. While the company plans to collaborate on more campaigns in the future, the first event, Gunma Predestination Campaign, will be hosted April 1, 2019 to help attract visitors to Gunma Prefecture.

The company will continue to expand its services in the future so visitors from abroad can enjoy a pleasant trip on the railways of East Japan.

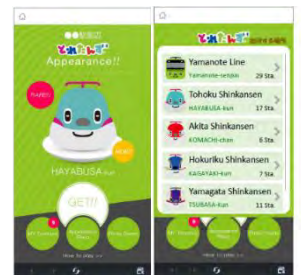
1. Stamp Rally Period:

April 1, 2019 to March 31, 2020

2. Digital Railroad Stamp Rally Content:

(1) About Stamp Settings

Participants can get TORETANS stamps featuring 18 characters and 29 kinds of stickers (including some stations run by other companies) at 172 major stations where JR East Shinkansen and Limited Express stop. New stamps will be added in the future in collaboration with destination campaigns.



[TORETANS Railroad Stamp Rally (Screen Image)]

<Example of Stamps>



E5 HAYABUSA-kun

For Sendai Station, Morioka Station, Shin-Aomori Station, and other stations where the Tohoku Shinkansen stops



E6 KOMACHI-chan

For Akita Station, Omagari Station, Kakunodate Station, and other stations where the Akita Shinkansen stops



E7 KAGAYAKI-kun

For Nagano Station, Toyama Station, Kanazawa Station, and other stations where the Hokuriku Shinkansen stops



E235 YAMANOTE-senpai

For stations on the Yamanote Line



E259 N'EX-san

For Narita Airport Terminal 1 Station, Narita Airport Terminal 2・3 Station



Tokyo MONOREON

A new character debuting with the stamp rally. For stations on the Tokyo Monorail

(2) How to Join the Digital Railroad Stamp Rally

- (1) Download the sightseeing app Japan Travel Guide™
- (2) Launch “TORETANS Railroad Stamp Rally” JR East content within the app and obtain stamps at the set station
- (3) Receive an original digital photo frame based on the number of stamps obtained



<Photo Frame>

3 photo frames for each season, for a total of 12 photo frames

*Limited-time photo frames in collaboration with other campaigns will be added

Photo frames can be used on pictures posted to social media as well



[Photo Frame (Illustration)]

(3) About Collaboration with Campaigns

In collaboration with the “Gunma Predestination Campaign” held from April 1 to June 30, 2019, we will be giving out original photo frames featuring Gunma-chan and TORETANS from early May to June 30th to help attract visitors to Gunma Prefecture.



[Photo Frame (Illustration)]



The C61 SHIROKUICHI and D51 498 DEGOICHI stamps can be obtained from April 1, 2019 to March 31, 2020 at stations where SL Gunma Minakami and SL Gunma Yokokawa stop.

(Reference) Overview of Japan Travel Guide™

Free sightseeing app provided by NTT Advertising, Inc.

- App Launch: October 2014
 - Number of Registered App Users: Approx. 200,000 as of February 2019
 - Languages Supported: English, Chinese (Traditional/Simplified), Korean, Thai, Japanese
- Has provided information on JR East Railways and Ekinaka Shopping since April 2016

(Reference) About TORETANS



TORETANS are Shinkansen characters and friends based on various different trains, including those from JR East.

The name comes from the “tore” of “torein” (train), “tan” of “tanken” (explore), and “s” of “friends”.

- ◆ TORETANS Official Site: <https://toretans.jp/>
- ◆ YouTube TORETANS Channel: https://www.youtube.com/channel/UCsa4h_ZHaPEGnauOSSkikiQ

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