

March 10, 2015

**Tokyo and Osaka subway operators in collaboration with TripAdvisor present the
Tokyo & Osaka Subway Rally
Travel the Hottest Sightseeing Spots on TripAdvisor!**

Tokyo Metro Co., Ltd
Bureau of Transportation, Tokyo Metropolitan Government
Osaka Municipal Transportation Bureau

Tokyo Metro, Bureau of Transportation of the Tokyo Metropolitan Government, and Osaka Municipal Transportation Bureau have teamed up with TripAdvisor, the world's largest travel review site, to hold the Tokyo & Osaka Subway Rally around the hottest sightseeing spots in the Tokyo and Osaka areas, from March 21 until September 27.

The Tokyo & Osaka Subway Rally is a stamp rally where you collect a series of stamps from stations near popular sightseeing spots in Tokyo and/or Osaka on a special rally leaflet created for the event. It will be run by Tokyo Metro, Bureau of Transportation of the Tokyo Metropolitan Government, and Osaka Municipal Transportation Bureau.

Stamp Rally participants can pick up a special rally leaflet from stands located in most of the subway stations operated by the above three operators. Participants can then collect stamps as they travel around the target stations. The rally is split into two areas, the Tokyo area and the Osaka area, and participants can participate in the rally in either area. When the participant collects three or more stamps in one area and presents the rally leaflet to the prize redemption office in that area, the participant will be presented with that area's prize. If participants manage to collect three or more stamps in both the Osaka and Tokyo areas they will receive a special combined prize from the three subway operators.

The Tokyo & Osaka Subway Rally is also aimed at overseas visitors to Japan and for that reason we have prepared the rally leaflet in four languages, Japanese, English, Korean and Chinese (traditional). The leaflet contains information about especially popular tourist spots in Tokyo and Osaka, carefully selected from information obtained from TripAdvisor. TripAdvisor has more than 200 million reviews from all over the world. The leaflet also includes additional information such as reviews and TripAdvisor ratings for each spot.

For further details, please see the attachment.



Poster



Stamping page of the rally leaflet

Tokyo & Osaka Subway Rally

Travel the Hottest Sightseeing Spots on TripAdvisor!

1 Event Duration (Stamp Collection Period and Prize Redemption Period)

From March 21, 2015 (Saturday - a Japanese National Holiday) until September 27, 2015 (Sunday)

2 Participation Fee

Free (Transportation costs are the responsibility of the participant)

3 How to Participate

Pick up a special rally leaflet from stands located in most of the subway stations operated by Tokyo Metro, Bureau of Transportation of the Tokyo Metropolitan Government, and Osaka Municipal Transportation Bureau. Collect three or more stamps from the target stations in the Tokyo or Osaka areas and then present your rally leaflet at a prize redemption office in that area to receive that area's prize. If you collect six or more stamps with three stamps each from the Tokyo and Osaka areas you can take your leaflet to a prize redemption office to collect your Tokyo & Osaka Achievement prize.

*Prizes are limited to one per person regardless of how many rally leaflets each participant may have.

* Tokyo area prizes are redeemable from Tokyo prize redemption offices and likewise Osaka area prizes are redeemable from Osaka prize redemption offices.

*Tokyo & Osaka Achievement prizes are redeemable from either area.

*Please note that each prize redemption office has a specified redemption time.

*You may visit the target stations in any order. It is not necessary to collect all stamps on the same day. You can collect them anytime within the stamp collection period.

4 Target Stations (Stamp locations)

Tokyo Area

- (1) Toei Oedo Line: Tochomae Station (To your left immediately after exiting the station ticket gates)
- (2) Ginza Line / Hibiya Line: Ueno Station (Near the Tokyo Metro Pass Office)
- (3) Hanzomon Line/ Toei Asakusa Line: Oshiage (Skytree) Station (On the right after exiting the Hanzomon Line ticket gates for Oshiage)
- (4) Namboku Line / Toei Mita Line: Shirokanedai Station (On the right after exiting the ticket gates for Hiyoshizaka)

Osaka Area

- (1) Sennichimae Line / Sakaisuji Line: Nippombashi (Immediately after exiting the ticket gates for exits 6-10)
- (2) Tanimachi Line / Chuo Line: Tanimachi 4-chome Station (Immediately after exiting the ticket gates for exits 9-11)
- (3) Midosuji Line/ Tanimachi Line: Tennoji Station (To your left immediately after exiting the ticket gates)

for exits 1-4)

(4) Sakaisuji Line: Kitahama Station (Immediately after exiting the ticket gates for exits 1-3)

5 Prize Redemption

There are two locations in each area where prizes can be redeemed.

Redemption Locations in the Tokyo Area

Location: Tokyo Metro –Tokyo Metro Pass Office, Ueno Station

Time: Prizes redeemable between 10:00 – 18:00

Location: Bureau of Transportation of the Tokyo Metropolitan Government - Toei Information Center, Tochomae Station

Time: Prizes redeemable between 10:00 – 18:00 (Mon-Fri) or 08:30 – 16:30 (Sat, Sun and Public holidays)

Redemption Locations in the Osaka Area

Location: Osaka Visitors' Information Center, Umeda

Time: Prizes redeemable between 08:00 – 20:00

Location: Osaka Visitors' Information Center, Namba

Time: Prizes redeemable between 09:00 – 20:00

6 Prizes

Tokyo Area Prize: A Tokyo Metro / Bureau of Transportation of the Tokyo Metropolitan Government Original Prize

Osaka Area Prize: A Osaka Municipal Transportation Bureau Original Prize

Tokyo & Osaka Achievement Prize: A special combined prize from the three subway operators

7 Enquiries

Tokyo Metro: Tokyo Metro Customer Service Center, Phone: 0120-104106, Open 09:00 - 20:00 (7 days a week, year round)

Bureau of Transportation of the Tokyo Metropolitan Government: Toei Transportation Customer Center,
Phone: 03-3816-5700, Open: 09:00 - 20:00 (7 days a week, year round)

Osaka Municipal Transportation Bureau: Osaka Municipal Transportation Information Center,
Phone: 06-6582-1400, Open 08:00 - 20:00 (7 days a week, year round)

About TripAdvisor

TripAdvisor, Inc. (NASDAQ:TRIP) is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools which allow users to search hundreds of booking sites for the lowest prices. TripAdvisor branded sites make up the largest travel community in the world, reaching nearly 315 million unique monthly visitors. TripAdvisor operates in 45 countries worldwide, including China under daodao.com, and offers more than 200 million reviews and opinions covering more than 4.4 million accommodations, restaurants, and attractions.

Website: <http://www.tripadvisor.jp/> (TripAdvisor has its headquarters in Newton, Massachusetts, USA)