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February 13, 2009

“Spring 2009 Hakone Sweets Collection” Begins March 1**—32 Hakone Area Establishments Offer Original Sweets****Three Japanese confectionaries will first participate: Toraya-kobo,
Hakone Hanakotoba and Suzuhiro Kamaboko**

Odakyu Hakone Holdings Co., Ltd. (head office: Odawara, Kanagawa Prefecture, president: Masakuni Wada) of the Odakyu Group, in cooperation with Hakone area hotels and inns, as well as Japanese and western confectionaries and restaurants, will hold the “Spring 2009 Hakone Sweets Collection” from March 1 until May 10.

This will be the third time the event has been held. Along with Odakyu Group facilities Hotel de Yama, Hakone Highland Hotel and Hakone Begonia Garden, as well as new participants Toraya-kobo and Hakone Hanakotoba, which are Japanese confectionaries, and Suzuhiro Kamaboko of Odawara, a total of 32 establishments will offer original sweets for a limited time with the theme “A Spring Feeling in Hakone.”

The creations offered will include “Ricotta” (Hotel de Yama), which pairs the light texture of rare cheesecake with the pleasant crunch of baked meringue; “Local Strawberry Champagne Sabayon and *Matcha* Éclair” (Hakone Highland Hotel), which includes a delicious helping of locally grown strawberries; “*Kamaboko*-shaped Strawberry Cake” (Suzuhiro Kamaboko), which uses strawberries from Odawara, as well as numerous other masterful confectionary creations from each of the participating establishments.

During this event, a booklet that outlines the features of the sweets and participating establishments in an easy-to-understand format will be distributed at such places as Odakyu Line and major Hakone area train stations, and Odakyu Group’s Hakone sightseeing website “Hakone Navi” will feature a guide to enjoying the Sweets Collection.

“Hakone Sweets Collection” was first held in spring of last year, and garnered wide praise from visitors. During the second installment of the event last autumn, visitors enjoyed approximately 30,000 delectable items.

Another highlight of this event is that participating establishments are taking extra care to be environmentally friendly, in such ways as using locally produced ingredients as much as possible. “Hakone Sweets Collection” is also participating in the Low-carbon Society Campaign being promoted by the Ministry of Environment’s “Team Minus 6%.”

Please see below for general information regarding the “Spring 2009 Hakone Sweets Collection.”

Campaign Overview

1. Event name: Spring 2009 Hakone Sweets Collection
2. Period: Sunday, March 1 to Sunday, May 10, 2009
3. Participating establishments:

A total of 32 establishments, including Hakone area hotels and inns, museums, Japanese and western confectionaries and in-car sales on the Romancecar train (Please see attached for details on participating establishments and their original confections.)
4. Theme: With the theme “A Spring Feeling in Hakone,” participants will offer original sweets that give a feel for spring through elements such their ingredients, color, arrangement and dishes.
5. Sweets Collection booklet
 - Distribution period:

During the event
 - Number to be distributed:

180,000 (When supplies are gone, distribution will finish.)
 - Distribution locations:

Odakyu Line stations, major stations of the transportation in Hakone area and participating establishments
 - Content: Features of the sweets, prices, participating establishments, area maps and more

Original Sweets of the “Spring 2009 Hakone Sweets Collection”



Hakone Begonia Garden



Yumoto Fujiya Hotel



Hotel Hatsuhana



Hakoen Toy Museum



Yuba-Soba Isamiya



Sabo Uchida



Tofu-dokoro Hagino



Suzuhiro Kamaboko



Fujiya Hotel



Café de motonami



Hakone Museum of Photography



The Hakone Open-AirMuseum



Hotel Kowakien



Café Restaurant Shunsai



Florist & Tea Room Paseo



Hakone Hanakotoba



Hakone Gora Park



Hakone Highland Hotel



Hotel Daihakone



Lalique Museum, Hakone



Hakone Venetian Glass Museum



Ki no yakata



Lucky's Café



Owakudani Sky Restaurant



Café & Restaurant Rosage

(Gotemba Premium Outlets)



Toraya-kobo



Hotel de Yama



Hakone Hotel



The Prince Hakone



Restaurant Bright



Narukawa Art Museum



In-car sales on the Romancecar train