

January 15, 2010

**In time for the Valentine Island Enoshima event, where hundreds of mirror balls
will cover the island of Enoshima,
Hello Kitty & Daniel will appear at Enoshima to greet
overseas visitors for the Lunar New Year on February 14**
—Photo session, small gifts at Samuel Cocking Garden on Enoshima Island—

Odakyu Electric Railway Co., Ltd.
Sanrio Entertainment Co., Ltd.

Sanrio Entertainment Co., Ltd. (located in Tama-shi, Tokyo: President Shintaro Tsuji) and the Odakyu Electric Railway Co., Ltd. (located in Shinjuku-ku, Tokyo: President Yorihiro Osuga) are glad to announce a joint event to welcome overseas visitors on Sunday, February 14, 2010 on the island of Enoshima. This event will feature the popular characters Hello Kitty and Daniel, who will make an appearance at Enoshima Island, offering greetings, photo session, and small gifts for visitors.

Hello Kitty and Daniel will be appearing 3 times in total (11am ~ 11:30am, 3pm ~ 3:30pm, & 4:30pm ~ 5pm), with **the 3pm ~ 3:30pm session held particularly for overseas visitors**. Aside from a talk show to greet overseas visitors and a photo session, participants presenting the Web coupon from the “Visit Japan Year 2010: Shinjuku, Hakone, Enoshima and Kamakura, Winter Campaign” website will receive a small gift of limited-release merchandise.

Also, at the “Valentine Island Enoshima” event on Enoshima Island running from Saturday, February 6 to Sunday, February 14, 2010, several hundred mirror balls will be installed on Enoshima, lighting up the entire island. This mysterious space from which countless lights emerge attracts many visitors each year. Access is also extremely convenient, with Enoshima being around 1 hour from Shinjuku station via the Odakyu rail line.

The Odakyu Group has also been running the “Visit Japan Year 2010: Shinjuku, Hakone, Enoshima and Kamakura, Winter Campaign,” which runs from Friday, January 1 until Wednesday, March 31, 2010. Odakyu Group companies in each area have been warmly welcoming overseas visitors. During the Campaign, the Odakyu Group companies support various travel or shopping activities in each area. For example, the Hakone Free Pass travel ticket (for departures between January 20 and February 28) is available at a special price from the Odakyu Sightseeing Service Center. For further details of the campaign, please view the dedicated website.

Sanrio Entertainment is also holding the 20th Commemorative “All-Star Usa Chara (Rabbit Character) Festival” which runs until March 19 at Sanrio Puroland.

(<http://www.odakyu.jp/english/2010wc/index.html>)

Below, please find further details regarding Hello Kitty and Daniel’s appearance at Enoshima Island on February 14, where they will be extending their greetings to overseas visitors.



Hello Kitty (L) & Daniel (R)
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Valentine Island Enoshima, where the island of Enoshima is illuminated with several hundred mirror balls



Sanrio Puroland, where you can encounter the Sanrio characters (external view)

1. Date

Sunday, February 14

2. Event Details

The popular characters Hello Kitty and Daniel will make an appearance at Enoshima Island, offering greetings, photo session, and small gifts for visitors. Participants in these greeting events should be sure to bring a Web coupon from the Visit Japan Year 2010: Shinjuku, Hakone, Enoshima and Kamakura, Winter Campaign website.

[Hello Kitty & Daniel Appearances: times & venues]

1st Greeting Event (for both Japanese & overseas visitors)

Time: 11am ~ 11:30am

Location: Shin-Enoshima Aquarium

Details: Greeting, photo session, etc.

2nd Greeting Event (for overseas visitors)

Time: 3pm ~ 3:30pm

Location: Samuel Cocking Garden (on central Enoshima Island)

Details: Greeting talk event, small gift, photo session

- Participants presenting the Web coupon from the Visit Japan Year 2010: Shinjuku, Hakone, Enoshima and Kamakura, Winter Campaign website will receive a small gift of limited-release merchandise

3rd Greeting Event (for both Japanese & overseas visitors)

Time: 4:30pm ~ 5pm

Location: Samuel Cocking Garden (on central Enoshima Island)

Details: Photo session, Valentine Island illumination ceremony

3. Further information

Overview of “Valentine Island Enoshima” Event

Dates: Saturday, February 6 ~ Sunday, February 14, 2010

Light-up time: 5pm ~ 8pm

Details : Several hundred mirror balls are installed on Enoshima, lighting up the entire island. The Enoshima Lighthouse will also be illuminated.

Access : Take the Odakyu rail line from Odakyu Shinjuku station to Katase-Enoshima station (around 70 minutes), then walk for 20 minutes.

- Odakyu Railway has a special page introducing the Visit Japan Year 2010: Shinjuku, Hakone, Enoshima and Kamakura, Winter Campaign on its homepage in English, Chinese (traditional & simplified), and Korean. For further details, please click here.
- For further details of the Sanrio 20th Commemorative “All-Star Usa Chara (Rabbit character) Festival” now underway at Sanrio Puroland (running until March 19), please view the following web sites.
English (<http://www.puroland.jp/english/>)
Chinese (<http://www.puroland.jp/chinese/>)
- Events are subject to cancellation in case of bad weather.