

June 3rd, 2010

Odakyu will hold a special campaign in Hakone
Between July 1 and September 30
To coincide with the release of
Naruto Shippuden Movie 4: The Lost Tower,
the latest film installment of the popular eponymous manga.

—With various events including NARUTO Stamp Rally* to be enjoyed.—

*A ‘stamp rally’ is a unique Japanese event, where visitors are given a sheet of paper to stamp it with a series of special stamps at designated locations.

The Odakyu Group will hold a multi-event *Odakyu Hakone Summer Memories Campaign* to tie up with the release of the animation film *NARUTO Shippuden Movie 4: The Lost Tower* from Thursday, July 1 to Thursday, September 30, 2010.

During this campaign period, all customers who purchase a Hakone Free Pass or Odakyu Romance Car express ticket for between Odawara and Hakone-Yumoto stations will receive an *Odakyu Hakone Summer Memories Coupon*. With this coupon you will receive discounts and special services offered by 69 facilities, including art museums, leisure facilities and restaurants in Hakone.

In addition to that, a *NARUTO Stamp Rally* for holders of this coupon will also be held in Hakone. To participate, simply visit designated sites (7 sites will be set up in Hakone) to collect over 4 stamps of characters from the NARUTO Shippuden series. Stamp these character stamps on the stamp sheet provided with the coupon and answer a questionnaire to receive an original NARUTO Shippuden plastic file as a souvenir of your visit.

There will also be a *Summer Memories Special Day* held between Saturday, July 17 and Monday (national holiday), July 19 at the event space at Togendai, where lucky draws will be held to give movie tickets and free vouchers for visiting tourist facilities in Hakone to lucky winners. On Sunday, July 18 at the same venue, the actual NARUTO characters will come alive at the event space to greet visitors and hold a photo session with everyone.

Other events during this campaign period include the selling of Ichiraku Ramen noodle, Naruto’s favorite, at Owakudani Sky Restaurant inside Owakudani Station.

An overview of the Odakyu Hakone Summer Memories Campaign is given below.



Stunning view of Mt. Fuji, seen from Hakone's Lake Ashinoko



From Shinjuku, it's only an 85-minute ride to Hakone on the Romance Car.

Buy a Hakone Free Pass or campaign-eligible ticket and get a free Odakyu Hakone Summer Memories Coupon packed with lots of special discounts and offers.

Overview of *Odakyu Hakone Summer Memories Campaign* tie-up with the release of *NARUTO Shippuden Movie 4: The Lost Tower*

Campaign Details

NARUTO Shippuden Stamp Rally

1. Period: Thursday, July 1 to Thursday, September 30
2. Event Detail: Fill the stamp sheet inside the *Odakyu Hakone Summer Memories Coupon* with over 4 stamps featuring characters from the movie at any of the 7 designated locations in Hakone and answer a questionnaire to receive an original *NARUTO Shippuden Movie 4: The Lost Tower* clear file on site.

Where to get the stamps:

Inside Hakone-Yumoto station (Hakone Tozan Railway)

Outside Gora station (Hakone Tozan Railway)

Inside Owakudani station (Hakone Ropeway)

At the Hakonemachi pier and the Moto-Hakone pier*

In front of the ticket sales counter at Togendai station (Hakone Tozan Bus)

Inside the WEST Information Center at Gotenba Premium Outlets

*Note that the stamps available at both piers are of the same design.

Where to redeem your free original file:

At any of the 7 stamping locations listed above, as well as at Odakyu's Odawara station.

*The number of original free files is limited and the files are given out while stock lasts.

3. Other remarks: Only holders of the *Odakyu Hakone Summer Memories Coupon* are eligible to participate in the Stamp Rally.

*Further information on the coupon for your reference:

Availability: 600,000 coupons (available until coupons run out)

Validity: Thursday, July 1 to Thursday, September 30, 2010

Eligibility: Customer who purchase any of the following for use during the period given above:

1. Hakone Free Pass
2. Express Romance Car ticket for between Odawara station and Hakone-Yumoto station.
3. Accommodation package that includes the Hakone Free Pass or an Odakyu Romance Car express ticket.
4. Odakyu Highway Bus ticket from Shinjuku to a destination beyond Tomei-Gotenba stop.

Available at: All Odakyu stations, Odakyu Travel offices and major travel agencies.

Further Information:

1. Information on *NARUTO Shippuden Movie 4: The Lost Tower* and stamp sheet.
2. Coupon packed with discounts and offers at 69 facilities in Hakone.
3. Area Map showing the 69 facilities where you can use the coupon.
4. Transportation information for Hakone, such as timetables for Odakyu Romance Car, Hakone Pirate Ship, etc.
5. Information on recommended events in Hakone.

Overview of *Summer Memories Special Day*

1. Time & Period: 11:00 to 15:00 / Saturday, July 17 to Monday (national holiday), July 19
2. Venue: Togendai Event Space
3. Event Details: Lucky draws to give away free movie tickets to *NARUTO Shippuden Movie 4: The Lost Tower* and various vouchers for free admission at tourist facilities in Hakone (twice daily at 11:00 and 14:00).

NARUTO character comes alive at the venue on Sunday, July 18 to greet visitors and provide a photo session.

There will also be a rice-cake making event daily at 13:00.

NARUTO Photo Board

1. Period: Thursday, July 1 to Thursday, September 30
2. Venue: Togendai Event Space

3. Event Details: A photo-shoot area will be set up to celebrate the NARUTO Shippuden Stamp Rally event.

Sales of the original Naruto *Ichiraku Ramen*

1. Period: Thursday, July 1 to Thursday, September 30
2. Venue: Owakudani Sky Restaurant inside Owakudani station
*Opening hours: 9:30 to 17:00 (last order at 16:30)
3. Event Details: Ichiraku Ramen, the favorite food of the main character of NARUTO Shippuden will be available. Line drawings of characters from the movie printed on the dried seaweed will be available with the noodle.

Installation of Original NARUTO *Purikura* Photo Booth Sticker Machines

1. Period: Thursday, July 1 to Thursday, September 30
2. Venue: Inside Owakudani station
3. Event Details: An original NARUTO 'print club' sticker machine will be installed for making your own souvenir photo stickers during the campaign period.