



AGORA
HOSPITALITIES

P R E S S R E L E A S E

May 2013

AGORA Hospitalities

For immediate release

AGORA Hospitalities Co., Ltd.
signed affiliate partnership agreement
with USA-based Diamond Resorts International[®]
and completed its product launch

On May 20, 2013, AGORA Hospitalities Co., Ltd. (President and CEO Aya Aso, Minato-ku, Tokyo) officially launched its hotel and ryokan products as Diamond Resorts affiliate hotels based on an affiliate partnership agreement which has signed with Diamond Resorts International[®] (hereinafter referred to as “Diamond Resorts”) in April 2013.

Based in Las Vegas, Nevada, USA, Diamond Resorts is one of the world’s largest international resort companies. With over 260 resorts worldwide including affiliate resorts, Diamond Resorts provides impeccable hospitality services at diverse destinations to over 1.4 million vacation property owners, members and guests in 28 countries, principally in the continental United States, Hawaii, Canada, Mexico, the Caribbean, Central and South America, Europe, Asia, Africa and Australia.

Since its establishment in 2007, AGORA Hospitalities (hereinafter referred to as “AGORA”) has grown rapidly on the strength of its corporate vision, that of a hotel alliance offering “A Collection of Beautiful Japan.” AGORA currently operates seven hotels and ryokans, traditional Japanese-style inns, in Japan, which in September 2013 will be joined by its eighth hotel, the new AGORA Fukuoka Hilltop Hotel and Spa in Fukuoka, Japan.

AGORA has been actively pursuing partnerships and tie-ups with overseas enterprises in order to build an overseas customer base and fulfill a mission of introducing the wider world to the wonders Japan offers as a vacation destination. In February 2012, the AGORA hotel alliance took a big step toward attracting customers and strengthening its brand presence elsewhere in Asia by signing a partnership agreement with robustly expanding Hong Kong-based Dorsett Hospitality International.

The following is an outline of the new affiliate partnership with Diamond Resorts.

- Services at AGORA hotels in Japan provided to Diamond Resorts owners and members
- Interchangeability of AGORA Bespoke Member points and Diamond Resorts usage rights

AGORA expects to build its customer base by boosting its brand presence in key Western nations as well as in Asia, and will be able to offer even greater benefits to its AGORA Bespoke Members in Japan. Moving forward, AGORA will continue adding hotels and inns in Japan to the AGORA alliance, expanding the range of destination options available to Diamond Resorts owners and members and its own AGORA Bespoke Members.

Speaking on the merits and significance of constructing this partnership, AGORA Hospitality's President and CEO Aya Aso says, "the European and American travel markets are fully matured, and simply raising awareness of our own hotels and inns will not suffice to provide all customers in these markets with services in their desired style. We decided to conclude the partnership with Diamond Resorts when we learned about their thorough, integrated systems and customer center staffed with highly trained personnel, which allow them to provide scrupulous hospitality to property owners and members totaling approximately 400,000 households. These 400,000 households have made a lifelong commitment to using travel commodities supplied by Diamond Resorts. We believe that adding our hotels and inns to the extensive portfolio maintained by Diamond Resorts will provide these members with a wider range of destination options and contribute to increases in the number of overseas visitors to Japan."

The word *AGORA* has two meanings, "now" in Portuguese and "a place of gathering" in Greek. AGORA is committed to offering guests the most splendid "now" and making its hotels an outstanding "place of gathering," as well as to building a hotel alliance offering "A Collection of Beautiful Japan."

<<Photos>>

AGORA President and CEO Aya Aso (third from right) at the agreement signing ceremony in Hong Kong, April 9, 2013





◆About Diamond Resorts Corporation

Diamond Resorts Corporation and its affiliates are engaged in the development, ownership, maintenance and administration of ownership resorts.

THE Club[®] program, operated by Diamond Resorts International[®], provides services through resort property ownership contracts and affiliate contracts. The program currently offers services at 79 managed resorts and 149 affiliated resorts, and operates four cruise lines.

URL: <https://www.diamondresorts.com/index.aspx>



◆About Bespoke

As a loyalty program, AGORA Hospitality has introduced the Bespoke prepaid card offering a variety of special benefits, and is steadily expanding the number of facilities where it can be used. Members can verify their usage history and remaining balance at an exclusive members' website, and alliance facilities can present the same promotional offers to members throughout Japan.

URL: <http://www.hotelagora-moriguchi.com/contents/style/member.html>

【AGORA Hospitalitys】

Official name: AGORA Hospitalitys Co. Ltd.

Representative: President & CEO, Aya Aso Aya Aso

Head office: Toranomom Dai-2 Waiko Bldg. 7F 5-2-6 Toranomom, Minato-ku, Tokyo 107-0074 JAPAN

Business: Management, repositioning, and development of hotels and Japanese-style inns

Affiliated companies:

AGORA Hotel Management Nojiriko Co. Ltd.

AGORA Hotel Management Izu Co. Ltd.

AGORA Hotel Management Saga Co. Ltd.

AGORA Hotel Management Sakai Co. Ltd.

AGORA Hotel Management Osaka Co. Ltd.

AGORA Hotel Management Tokyo Co. Ltd.

AGORA Hotel Management Fukuoka Co. Ltd.

Hotels managed:

Total no. of hotels: 8 including those under development

Total no. of guest rooms: 783

Nojiriko Hotel EL BOSCO <http://www.nojirikohotel-elbosco.com/>

(Location: Nojiri, Shinano-machi, Kamiminochi district, Nagano prefecture; No. of guest rooms: 50)

Imaiso <http://www.imaiso.jp/>

(Location: Midaka Kawazu-cho, Kamo-gun, Shizuoka prefecture; No. of guest rooms: 53)

Nanzanso <http://www.nanzanso.jp/>

(Location: Nagaoka, Izunokuni City, Shizuoka prefecture; No. of guest rooms: 33)

Furuyu Onsen ONCRI <http://www.oncri.com/>

(Location: Furuyu, Fujicho, Saga-shi, Saga prefecture; No. of guest rooms: 38)

hotel AGORA osaka sakai <http://www.agoraregency-sakai.com/>

(Location: Ebisujima-cho, Sakai-ku, Sakai, Osaka; No. of guest rooms: 241)

hotel AGORA osaka moriguchi <http://www.hotelagora-moriguchi.com/>

(Location: Kawahara-cho, Moriguchi-shi, Osaka; No. of guest rooms: 175)

AGORA PLACE ASAKUSA <http://www.agoraplace-asakusa.com/>

(Location: Kotobuki, Taito-ku, Tokyo; No. of guest rooms: 136)

AGORA Fukuoka Hilltop Hotel & Spa from September. 1

(Location: Terukuni, Chuo-ku, Fukuoka, Fukuoka; No. of guest rooms: 48)

URL: www.agorahospitalities.com