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PRESS RELEASE

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**JAPANIcAN.com, the JTB Group’s website for visitors to Japan,
to begin payment upon arrival service on October 30th**

New lodgings focus on value for skiers, other extended-stay travelers

TOKYO, Japan October 29th, 2008

JAPANIcAN Inc, which operates the JTB Group’s online hotel and tour booking site for visitors to Japan, JAPANIcAN.com, will begin a new service on October 30th designed to let customers book their accommodations online in English and pay in person upon arrival. The new service will focus on accommodations offering a great value to their customers.

[URL:www.japanican.com/](http://www.japanican.com/)

The Ministry of Land, Infrastructure, and Transport is seeking to increase the number of visitors to Japan to 10 million with its “Visit Japan Campaign.” However, due to the recent declining global financial situation and the strengthening yen, the overall number of visitors to Japan during August and September decreased compared to the same months last year, breaking a 30 month trend. On the other hand, visitors from Hong Kong, Singapore, Australia and other countries have remained at high levels. (Source: JNTO)

JAPANIcAN.com, amidst this worldwide financial downturn, still expects the demand from Hong Kong, Australia, and Singapore travelers to increase. In order to accommodate that demand, as well as provide lower-cost options for travelers coming to Japan from all parts of the world, the internet travel booking site has begun by accepting reservations for about 80 value oriented pensions, private guest houses, business hotels, and more. When combined, the site’s current prepay by credit card and the new pay upon arrival systems will soon offer around 5,000 different establishments across Japan!

<Product Features>

- 1) 24-hour online reservations with instant confirmation for lodgings across Japan
- 2) Many different room types, rates, and services aimed at non-Japanese customers,

- including extended stays and no-meal options
- 3) Ease of use from initial search to final booking
 - 4) Reservation confirmation mail and hotel confirmation number automatically sent upon reservation completion
 - 5) Valid credit card required as cancellation guarantee at time of booking

About JAPANiCAN

JAPANiCAN.com is an online hotel and tour reservation site providing visitors to Japan with all the knowledge and resources of Japan's no. 1 travel company, the JTB Group. JAPANiCAN aims to support all visitors to Japan, and all those who love Japan's culture!

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