



The "SEIBU RAILWAY×LAIMO & SONG SONG MEOW Campaign" for Foreign Visitors has been extended until the end of February!

- Use the SEIBU 1Day Pass to enjoy Chichibu, Kawagoe, and areas along the SEIBU Line!
- Present the Pass for limited edition original present! Collect all 2 varieties!

Presents can also be redeemed at SEIBU Tourist Information Center Ikebukuro from September 1st on.!



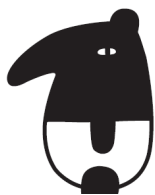
The "SEIBU RAILWAY×LAIMO Campaign" held by SEIBU RAILWAY Co., Ltd. (Location: Tokorozawa City, Saitama Prefecture, President: Hisashi Wakabayashi) from October 27, 2017 (Fri.) featuring the popular Taiwanese characters "LAIMO" and "SONG SONG MEOW" has proven its popularity. Since the tourism train attracted thousands of international visitors, SEIBU RAILWAY decided to extend the campaign period to February 28, 2019 (Thur.).

Customers who present the Pass at designated exchange locations can receive "SEIBU RAILWAY×LAIMO & SONG SONG MEOW's limited edition presents. In addition, presents can also be redeemed at the SEIBU Tourist Information Center Ikebukuro (TIC Ikebukuro) from September 1 (Sat.) on.

Moreover, the original animations featuring LAIMO and SONG SONG MEOW visiting the Chichibu, Nagatoro, Kawagoe and other tourist areas along the SEIBU RAILWAY Line will continue showing on Smile Vision, digital signage installed in station buildings, the SEIBU RAILWAY official YouTube channel (<https://www.youtube.com/channel/UCI51nhuV2Dbxuud6lVBrVLg>) and the campaign website (<https://www.goodlucktripjapan.com/special/seibu-laimo-songmeow/>).

Two trains featuring decorative LAIMO and SONG SONG MEOW wrapping are also in operation. Check it out on the SEIBU RAILWAY APP.

See attachment for details.



LAIMO



SONG SONG MEOW



SEIBU RAILWAY×LAIMO & SONG SONG MEOW original limited present (containers) (Left: Chichibu Version, Right: Kawagoe)



Original animation (Left: Picking tea at Miyanoen, Right: Viewing exhibits at Tokorozawa Aviation Museum)

[Attachment]

"SEIBU RAILWAY Campaign"Is.ASONG MEOW Campaign"

- 1. Campaign Period: October 27, 2017 (Fri.) - February 28, 2019 (Thur.)
- 2. Details

During the above campaign period, customers who present either of the following Pass at designated exchange locations can receive "SEIBU RAILWAY×LAIMO & SONG SONG MEOW",’s limited edition original presents".

[Eligible Tickets] *The Version and quantity of present relates to the Pass type.

Present receivable: 1 item (1 item for 1Day Pass)

- ✓ SEIBU 1Day Pass
- ✓ SEIBU 1Day Pass + Nagatoro

Present receivable: 2 items (2 items for 2Day Pass)

- ✓ SEIBU 2Day Pass
- ✓ SEIBU 2Day Pass + Nagatoro

[Exchange Locations]

- ✓ Chichibu Tourist Information Center
- ✓ Hon-Kawagoe Station Tourist Information Center
- ✓ SEIBU Tourist Information Center Ikebukuro

*Original present can be redeemed at the SEIBU Tourist Information Center Ikebukuro from September 1st on.

[SEIBU RAILWAY×LAIMO & SONG SONG MEOW limited edition original present (containers)]

- ✓ Chichibu Version: Features nighttime fireworks, moss phlox, Japanese boats, and fruits symbolizing Chichibu
*Only available at the Chichibu Tourist Information Center.
- ✓ Kawagoe Version: Features the Tokino-Kane time bell tower, Higawa Shrine Ema (votive pictures of horses), and the SEIBU Line 2000 Series Train symbolizing Kawagoe.
*Only available at the Hon-Kawagoe Station Tourist Information Center.

- * Passengers with 1Day Pass can receive 1 item consisting of either the Chichibu version or Kawagoe version.
- * Passengers with 2Day Pass can receive 2 items consisting of either 1 of each design or 2 of the same design.
- * After receiving presents, ticket backs will be marked with "EXCHANGED" stamps.
- * Containers should be assembled by customers.



SEIBU RAILWAY×LAIMO & SONG SONG MEOW original limited edition goods (containers)

(Left: Chichibu Version, Right: Kawagoe Version)

3. Details of

✓ Chichibu Tourist Information Center

Located to the right of the rotary in front of Seibu-Chichibu Station after exiting the ticket gate.

[Address] 1-16-15 Nosakamachi, Chichibu-shi, Saitama-ken

[Exchange period] October 27, 2017 (Fri.) to February 28, 2018 (Thu.)

[Hours] 9:00 to 17:00 365 days a year

(Closed December 29 to January 3)



Chichibu Tourist
Information Center

✓ Hon-Kawagoe Station Tourist Information Center

Located to the right after exiting the Hon-Kawagoe Station ticket gate, on the 1st floor of Hon-Kawagoe Pepe.

[Address] 1-22 Shintomicho, Kawagoe-shi, Saitama-ken

[Exchange period] October 27, 2017 (Fri.) to February 28, 2018 (Thu.)

[Hours] 9:00 to 19:00 (September, October) 365 days a year

(Until 17:00 from November to March)



Hon-Kawagoe Station Tourist
Information Center

✓ SEIBU Tourist Information Center Ikebukuro (TIC Ikebukuro)

Located across from the Limited Express ticket office at the Ikebukuro Station East Entrance.

[Address] 1-28-1 Minami-ikebukuro, Toshima-Ku, Tokyo

[Exchange period] September 1, 2018 (Sat.) to February 28, 2019 (Thur.)

[Hours] 8:00 to 18:00 365 days a year



TIC Ikebukuro

4. Continued operation of wrapped trains

4-1. SEIBU×LAIMO wrapped trains

(1) Service Period February 26, 2018 (Mon.) to end of April 2019 (planned)

(2) Formation 2000 series 8 car formation (1 train)

(3) Operation Area Shinjuku Line, Haijima Line (planned)

(4) Design Designs based on major tourist spots in Japan and Taiwan
Japan: Chichibu (moss pink, fruit picking)

Hon-Kawagoe (Tokino-Kane bell tower, Kawagoe Hikawa Shrine (Fortune telling))

Taiwan: Pingxi Lantern Festival, Jiufen paper lanterns, xiaolongbao steamed buns

4-2. SEIBU RAILWAY×Chichibu/Hon-Kawagoe with LAIMO & SONG SONG MEOW wrapped trains

(1) Service Period March 24, 2018 (Sat.) to end of March 2020 (planned)

(2) Formation 6000 series 10 car formation (1 formation)

(3) Operation Area Ikebukuro Line, Seibu Yurakucho Line, Tokyo Metro Yurakucho Line, Fukutoshin Line, Tokyu Toyoko Line, Yokohama Minatomirai Railway. (planned)

(4) Design Designs based on the Chichibu and Hon-Kawagoe tourist areas along the SEIBU RAILWAY Line.

Chichibu: moss pink, Japanese-style boats, fruits picking

Hon-Kawagoe: Tokino-Kane bell tower, Kawagoe Hikawa Shrine Ema (votive picture of horses), kimono and Japanese dango.



SEIBU x LAIMO wrapped train



SEIBU RAILWAY x Chichibu/Hon-Kawagoe with LAIMO & SONG SONG MEOW wrapped train

★ You can check the current location of the wrapped trains on the SEIBU RAILWAY App!

※ Some types of smart phones can not download this application.



The screenshot shows the 'ラッピング列車一覧' (Lacquered Train List) screen. On the left, a train icon for '2000系「西武鉄道 x LAIMO」電車' is shown with a red box around the '運行中' (Currently moving) button. A text box points to this button, stating: 'The "Currently moving" button will be displayed when the trains are in operation.' Below the icon is a block of Japanese text describing the campaign. On the right, the '列車位置情報' (Train Position Information) screen shows a map of the Seibu Line with station markers. A red box highlights a train icon at the '中井' (Nakai) station, and a text box points to it, stating: 'Push the "Currently moving" button to display the current location.'

Seibu Line App (concept)

[Reference]

• LAIMO

LAIMO is a popular character in Taiwan, and was featured in a collaboration with a railway company in Japan for the first time in the "SEIBU RAILWAY×LAIMO Campaign" held last year.

LAIMO is a lazy, black and white Malayan tapir with a hot and cold personality.

The character has over 1,060,000 fans on Facebook, with new fans joining at a rate of 1,000 per week



Name: LAIMO

Blood Type: AB

Birthday: December 25

Height: 120 cm / Weight: 120 kg

Birthplace: Zoo

Hobbies: Lazing about, laying around, and making fun of Koalas

Special Talents: Being absent minded

Favorite Saying: " I did nothing."

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• Song song meow

Song song meow is a popular character in Taiwan and this campaign is the character's first collaboration with a railway company in Japan.

A white cat that is always snuggling and is hard working.

Has approximately 150,000 fans on Instagram, and approximately 200,000 fans on Facebook



Name: SONG SONG MEOW

Blood Type: O

Birthday: July 5

Weight: 42 kg

Hobbies: Surfing the net, trying sweets

Favorite Things: Smartphones, peave

Favorite Sayings: "Yes, yes!" "Much better!"

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• SEIBU 1Day Pass

Special tickets for international visitors available since April 1, 2017 (Saturday). The tickets, which allow travelers to hop on and off trains freely on routes designated on the SEIBU RAILWAY and Chichibu Railway, are selling at four locations, three in Ikebukuro Station and one in Seibu Shinjuku Station.

[Overview] Special offer passenger ticket names, valid areas, valid period, and sales prices are shown in the table below.

Special offer passenger ticket name	Valid areas	Valid period	Price (Adults)	Price (Children)
SEIBU 1Day Pass	All SEIBU RAILWAY lines (excluding the Tamagawa Line)	Valid for day of purchase only	¥1,000	¥500
SEIBU 1Day Pass + Nagatoro	All SEIBU RAILWAY lines (excluding the Tamagawa Line) Chichibu Railway (Mitsumineguchi Station-Nogami Station)	Valid for day of purchase only	¥1,500	¥750
SEIBU 2Day Pass	All SEIBU RAILWAY lines (excluding the Tamagawa Line)	Valid for 2 days	¥2,000	¥1,000
SEIBU 2Day Pass + Nagatoro	All SEIBU RAILWAY lines (excluding the Tamagawa Line) Chichibu Railway (Mitsumineguchi Station-Nogami Station)	Valid for 2 days	¥3,000	¥1,500

[Sales Period] Available year round since April 1, 2017 (Sat.) *Not available for prepurchase

[Sales Locations]

SEIBU Tourist Information Center Ikebukuro

SEIBU RAILWAY Ikebukuro Station Limited Express Ticket Counter (1st floor and underground)

Seibu-Shinjuku Station Limited Express Ticket Counter

*Can also be purchased on the "Veltra" optional tour specialist website.

[Purchase Eligibility] International visitors to Japan

*Customers must present one of the following when purchasing the Pass.

1. A foreign Passport holder.
2. "SEIBU PRINCE CLUB emi " card issued by the Seibu Group



SEIBU 1Day Pass ticket image

◇Customer inquiries:

SEIBU RAILWAY Customer Service Center TEL. (04) 2996-2888

Select options from menu after listening to recorded guidance.

[Hours: Weekdays 9:00-19:00, Weekend and Holidays 9:00-17:00]

END