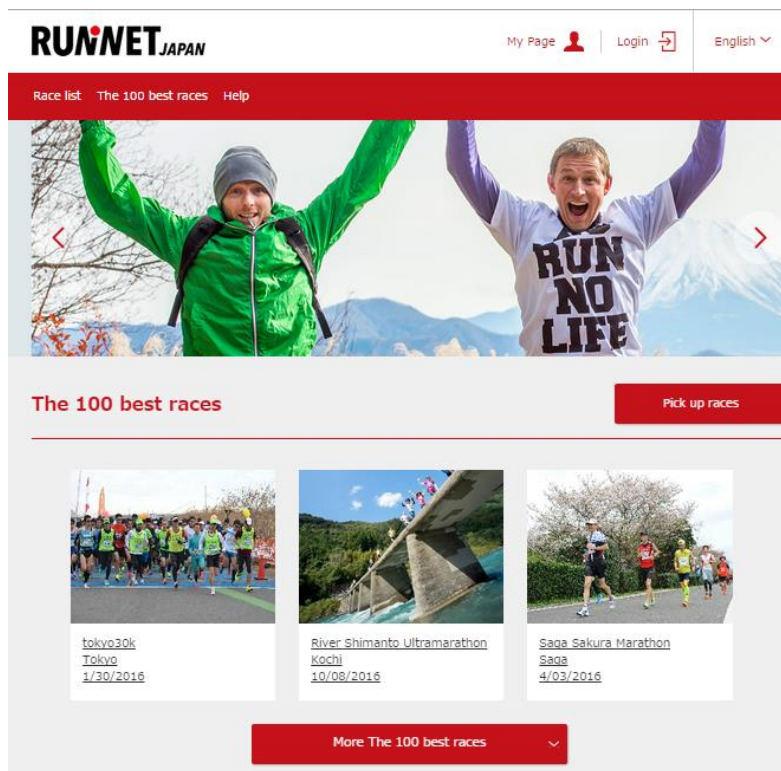


R-bies Launches RUNNET JAPAN, a Service for Foreign Runners Cultivating the “Running Tourism” Market through the Delivery of Information in English and Chinese

TOKYO; September 24, 2015 - R-bies, INC., company which provides comprehensive services related to running, launches RUNNET JAPAN (<http://runnetjapan.com>), a website for foreign runners on running events held in Japan. The website will be offered in English and traditional and simplified Chinese to cultivate running tourism market for people to enjoy both tourism and running. It will start accepting registrations on September 24, It will increase the number of races available via the website and aim to register 1,500 events and 100,000 foreign runners by 2017.



■Why RUNNET JAPAN

Since 1997, R-bies has been operating RUNNET, a Japanese portal site on running. Approximately 2,000 running events held in Japan and some two million members are registered. On RUNNET, runners can sign up for different races, view race reviews, record/manage their training menus and personal marks, and purchase running-related items. While it has voluntarily offered foreign language services for some events to date, many requests have been coming in from event organizers for a multi-language deployment of RUNNET itself, and the number of inquiries received from foreign runners has also been increasing in recent years. It has thus decided on this occasion to open RUNNET JAPAN, a new multilingual site for RUNNET, to offer full-fledged information services to foreign runners on distance races held throughout the country. RUNNET is looking to attract foreign runners through the provision of these information services and to cultivate a new running tourism market that combines the joys of running with tourism.

■ About RUNNET JAPAN

Multiple language services will be offered for race entries, which is the main content supplied by RUNNET, as well as various other content which are currently being made available to runners on RUNNET. The key content will cover the following areas, with additions made as they become available.

- 1) Registrations to RUNNET JAPAN
- 2) Information on running events that are open for entries
- 3) Listings of 100 selected running events held throughout the country for the purpose of presenting awards to popular races
- 4) "Pickup Races" to introduce recommended distance races
- 5) "News" to introduce distance races which have started their entry calls
- 6) Links to our English Facebook page where information will be offered on races and events and on running in Japan

Content scheduled to be added at the end of October:

- 1) A search function for running events by criteria
- 2) A "My Page" function and a function to confirm bib numbers
- 3) Content for organizers: An organizer administration page where the number of entries for each race may be checked

■ Comment from Jiro Hashimoto, Representative of directors, R-bies, INC.

"As we approach Japan's hosting of the 2020 Tokyo Olympics, the number of foreign tourists who visit the country will continue to grow. With our launch of a multilingual RUNNET site, we would like to offer opportunities for more foreign runners to enjoy distance races held in Japan and help facilitate an environment for globalization from the perspective of running as a citizens' sport amid a growing momentum for sport tourism. I look forward to the spread of running tourism where rather than visiting for the sole purpose of sightseeing, people can set running as the main objective of their visits and also enjoy the sights."

【About R-bies, INC.】

Established in 1975 as Runners, INC. Launched "Runners", the first citizens' sports magazine in Japan the following year. Launched "RUNNET", the portal site for running in 1997 with registrations received for approximately 2,000 events in Japan and some two million members. Changed its company name in 2009 to "R-bies, INC." in 2009 while simultaneously establishing "Runners Holdings". In addition to offering timing services for distance races, the group consistently plans and develops the latest technologies such as "Yuzure-ru" for transferring the right to run at an event, "Runphoto 2.0" for automatically uploading photos on Facebook, and "O-en navi" (cheering navi) for displaying the current position of a runner on a map as a way to aid his or her supporters. The company hopes to serve a leading role for the industry as it aims to merge <sports and IT> in association with running.

- Company name: R-bies, INC.
- Representative: Jiro Hashimoto, Representative of directors
- Office: DT Gaien 2-4-12, Jingumae, Shibuya-ku, Tokyo 150-0001
- Year established: 1975

- Details of business: Publishing on running, planning and execution of races and events, various information services offered through RUNNET and other means
- Operation bases: Six locations throughout Japan
(Tokyo, Osaka, Hokkaido, Tohoku, Fukuoka, Okinawa)
- URL <http://runners.co.jp/english/>
- Contacts inquiry_en@runners.co.jp