

FOR IMMEDIATE RELEASE

16 May 2014

## **KINOKUNIYA EXPANDS FOREIGN BOOK SECTION OF FLAGSHIP SHINJUKU SOUTH STORE**

### **“Books Kinokuniya Tokyo” Opens on 29 May**

Kinokuniya Co Ltd is excited to announce that it will open its newly expanded and refurbished foreign books section in the Shinjuku South Store on Thursday 29 May.

Conveniently located in the shopping district of Shinjuku, the Shinjuku South Store is one of Kinokuniya's two flagship stores in Tokyo.

The foreign books section, renamed “Books Kinokuniya Tokyo” and occupying the entire sixth floor (approximately 1,000 square meters), will be one of the largest foreign books sections in Japan. In addition to the vastly expanded availability of foreign books and magazines, the section's interior design and signage are all being redesigned to incorporate brand elements from Kinokuniya stores around the world.

#### Concept and Features : A World Connected by Books -BOOKS KINOKUNIYA

Kinokuniya opened its first overseas bookstore in San Francisco in 1969 and since then it has grown into a global brand widely recognised across cultures. Today Kinokuniya operates twenty-six overseas stores in the United States of America, Singapore, Malaysia, Indonesia, Thailand, Taiwan, Australia and Dubai (UAE) .

“Books Kinokuniya Tokyo” shares the vision of Kinokuniya's overseas stores: promoting growth of cultures and mutual understanding through books. In short, building a world connected by books.

“Books Kinokuniya Tokyo” will meet the needs of the metropolis which is becoming more international than ever in preparation for the upcoming Tokyo Olympic Games of 2020.

The newly designed foreign books section will cater to Japanese customers seeking foreign books and magazines in a broad range of categories. It will also serve as a valuable resource to more than 400,000 people from around the world who currently reside in Tokyo and its surrounding districts.

The event space will offer an increased number of activities, such as storytelling in English, and talks by international authors.

### Products and Operation

The stock will double to 120,000 copies with special emphasis on fiction, children's, foreign magazines, non-English books such as French and Italian, and foreign comics, in addition to a finely-selected range of specialist titles. Free Wi-Fi (FREESPOT) will be available as well.

Kinokuniya will move its experienced foreign book merchandisers from the headquarters to the new foreign book section, putting them directly in contact with the shoppers, and ensuring that the inventory will always reflect the customers' interests.

### Overview of "Books Kinokuniya Tokyo"

Address: Kinokuniya Shinjuku South Store 6th Floor, Takashimaya Times Square

5-24-2 Sendagaya, Shibuya-ku, Tokyo, 151-0051, Japan

Telephone: +81-(0)3-5361-3316

Name of Section: Books Kinokuniya Tokyo

Slogan: Serving book addicts since 1927

Area: approximately 1,000 square meters

Products: Foreign books, magazines, stationery and gifts.

Business hours: 10:00 – 20:30

URL: <https://www.facebook.com/KinokuniyaForeignBooks>

### Grand Opening Events

- All products 20% off : Thursday 29 May –Sunday 1 June.
  - Free tote bag with a purchase of 2000 yen or more (excluding tax) for the first 100 customers: Thursday 29 May-Sunday 1 June.
  - Japan in World Literature: a display of a selection of translated works by Japanese authors.
  - Storytelling by Kevin-sensei
  - Rakugo (traditional comic storytelling) in English
  - Bibliobattle sessions in English
- and more.

To mark the grand opening of "Books Kinokuniya Tokyo", Kinokuniya Point Card holders will receive extra points for all purchases at the Shinjuku South Store starting from Thursday 29 May until Sunday 1 June.

During this special promotion, point card holders can earn six points, one extra point in addition to the standard five points, for each 100 yen (excluding tax) spent on foreign books.

Contact:

Mr. Hideo Sakamoto, General Affairs Department

email: [info@kinokuniya.co.jp](mailto:info@kinokuniya.co.jp)

About Kinokuniya

Kinokuniya is one of the world's leading bookstores. Founded in 1927, Kinokuniya's first store was opened in the Shinjuku district of Tokyo, the largest metropolitan center in Japan. Currently Kinokuniya has 64 stores, 30 sales offices, and 70 campus bookstores in Japan, and operates twenty-six overseas stores in the United States of America, Singapore, Malaysia, Thailand, Indonesia, Taiwan, Australia and Dubai (UAE).

About Kinokuniya Point Card

Kinokuniya Point Card service is a membership card scheme where customers earn 'points' for every purchase in the store and on the internet store, including purchase of ebooks. Customers may use the points accrued in the card to shop for items at a later date.