

**Grand Store Opening of Kinokuniya Sogo Kawaguchi Store on 16 March 2016**

Kinokuniya Company Ltd (Chairman and CEO Masashi Takai) is pleased to announce the opening of their new 'Kinokuniya Sogo Kawaguchi Store' on the ninth floor of Sogo Kawaguchi Department Store in front of JR Kawaguchi Station. The Grand Opening takes place on March 16 (Wednesday). To commemorate the opening, an exhibition of original art from the manga 'Yowamushi Pedal' will be held from March 16 to 21 at the Sogo Kawaguchi ninth floor exhibition hall.

**Kinokuniya Sogo Kawaguchi Store Profile**

Location            Sogo Kawaguchi Department Store 9<sup>th</sup> floor  
                          3-5-1 Sakae-machi Kawaguchi-shi Saitama 332-8511 Japan  
                          Tel: +81 (0)48-241-2131 Fax: +81 (0)48-241-2132

Size                 760m<sup>2</sup>

Store Range       Books, Magazines, General Goods

Opening Times   10.00 – 20.00

Store Manager   Kiho Sakurai

**Sogo Kawaguchi Department Store**

Sogo Kawaguchi Department Store is a large-scale commercial complex operated by Sogo & Seibu Co., Ltd. at the east exit of JR Kawaguchi Station. It covers a surface area of around 38,000m<sup>2</sup> over eleven overground and one underground levels. The store has many well-known speciality stores offering food items, general goods, clothing, and luxury items, and is continually developing itself as the area's top department store greatly supported by loyal customers including 'Millennium Card Members'. 'Kinokuniya Sogo Kawaguchi Store' will open on the ninth floor, offering an unparalleled reading space. We look forward to welcoming you there.

**Store Concept and Characteristics**

- 'A comfortable place for finding your favourite books'

Upon merging with the area's top department store, Sogo Kawaguchi, our aim is to design a bookstore that is easy to access and use by customers of any generation, with books carefully and logically displayed. In addition, customers are able to browse books at their leisure with ample seating provided throughout the store. We aim to be the place where customers discover something new.

- 'Welcoming each customer with hospitality'

Our staff work as one to welcome all customers to our store with impeccable hospitality. If the book you are looking for is not available we will do our utmost to swiftly secure a copy, either by checking stock at each of our stores or requesting a copy directly from the publisher. For customers who prefer to look for books on their own, we have installed two 'Kino Navi' in-store product locaters. We are also introducing our 'Order online, Collect at the store' service, which has been operating on our webstore since last year.

- 'For a life enriched with books'

People who come into contact with books do so for their own unique reasons. Whether one uses books for practical reasons, as interior decoration, as self-enrichment, or even as gifts, we offer a dynamic, multi-purpose space that welcomes each person as an individual. We regularly hold fairs and events with our new display shelves 'Kino Factory', so please come and visit us.

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