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### **Notice Concerning Renewal of Property (PR Information)**

TOKYU REIT, Inc. (“TOKYU REIT”) has announced its decision to renew a certain investment property. Brief details are as follows.

1. Subject Property of Renewal  
cocoti

2. Date of Renewal  
April 28, 2012 (planned)

3. Purpose  
In accordance with the period in which attention is focused on surrounding areas due to the opening of Shibuya Hikarie on April 26, 2012, etc., TOKYU REIT will renovate the facility centering on the common use space on the first to third floors of the subject property in accordance with a change in environmental design in an aim to maintain and improve the subject property’s competitiveness. Public relations for the renewal opening of the subject property have been assigned to TMD Corporation, the operator of Shibuya 109. Furthermore, TMD Corporation is sub property management company that has been conducting promotion and marketing, public relations and other operations concerning the subject property from before due to re-outsourcing from Tokyu Corporation, the property management company of TOKYU REIT.

4. Summary of cocoti  
cocoti is approximately a one-minute walk from Shibuya Station and faces Meiji-dori. The property is surrounded by casual brand stores and lies on the outskirts of an area known as “Ura Harajuku.” This property’s tenants are comprised of brand shops, cafes, sports gym, and other outlets and meet the various needs of a customer.

5. Attachment  
NEWS RELEASE (TMD Corporation)

This notice may contain forward-looking statements, such as current plans, strategies, and future performance. These forward-looking statements are based on judgments obtained from currently available information. Please be advised that, for a variety of reasons, actual results may differ materially from those discussed in the forward-looking statements. Events that might affect actual results include, but are not limited to, fluctuations of the real estate market in Japan, general conditions of the Japanese economy, competitive pressures and relevant regulations. This notice is a translation of the original document in Japanese and is prepared solely for the convenience of non-Japanese speakers. There is no assurance as to the accuracy of the English translation. The original Japanese notice shall prevail in the event of any discrepancies between the translation and the Japanese original.

## NEWS RELEASE

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### Notice Concerning Renewal Opening of cocoti SHIBUYA

Multi-Use Building for Style-Conscious, Quality-Minded Adults

Reopening on Saturday, April 28, 2012

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### **cocoti SHIBUYA**

#### NEWS RELEASE

TMD Corporation (headquarters: Shibuya Ward, Tokyo) announced that cocoti SHIBUYA, for which it provides property management services, will reopen on Saturday, April 28, 2012, after undergoing renewal of its facility environment design. The property, whose name “cocoti” suggests “comfortable” in Japanese, will be upgraded to a more comfortable space under the design concept of “FLOW & GROW.”

The environmental design work includes renewal of the property’s main entrance, the terrace gate and the interiors of the second and third floors, while establishing a new event space “COCOTI POCKET” on the first floor.

The design takes advantage of the existing attractive facility environment, including the high stairwell where sunlight pours in, as well as a location full of greenery in Miyashita Park and other areas despite being situated in the center of Shibuya. With a design that allows breezes to flow through and only improves with the passage of time and people, the property will be renovated to a facility where urban space and natural elements are gracefully combined.

Meanwhile, P.M.Ken, a specialist of composite photography representing Tokyo street culture, has been selected to provide new visual work including the advertising and sales promotion campaign for the rebranding to be done in spring. The main visual work will be composite photos focusing on cocoti Shibuya to convey marvelous scenes. The visuals will be extensively used in such advertising and sales promotion materials as the intra-building magazines for spring, posters and VMD (visual merchandising design).

These initiatives will renovate cocoti SHIBUYA into a building where quality-minded adults can spend time in enhanced comfort, both in terms of the facility environment and the brand image.

Along with renewal, two tenant stores will be introduced to style-conscious customers for a

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limited period of time.

Moreover, in commemoration of the renewal and in order to strengthen ties with customers, a “Green & Art Festival” present campaign will be conducted for the period between April 28 (Saturday) and May 6 (Sunday), 2012, in which “artistic goods” will be presented by lottery to customers who have spent 3,000 yen (including tax) or more at stores and other retailers in the building.

On Saturday, April 28, 2012, cocoti SHIBUYA will start anew creating value as a comfortable place for style-conscious adults in Shibuya.

TMD Corporation

cocoti SHIBUYA  
1-23-16 Shibuya, Shibuya Ward, Tokyo  
**Website: [www.cocoti.net](http://www.cocoti.net)**

## Facility Environment Design

Concept

### **FLOW & GROW**

A pleasant breeze blows

A pleasant city grows

A design in which urban space and natural elements are gracefully combined. A place where human-scale horizons connect and create a new flow. A design that improves with the passage of time and people. A place where you make new discoveries and find fulfillment, a place where the sensibilities of those who gather grow.

### **MAIN ENTRANCE**

The entrance facing Meiji-dori acts as the gateway to the facility and features an impressive stone gate that portrays its history. Lively plants sprout from the ground at the base of the gate. cocoti SHIBUYA warmly welcomes customers conveying the impression of being together with the city from now and into the future. Furthermore, a symbolic object is placed as the facility's icon just inside the entrance. A tree-themed design of 20 monitors displays information on the tenants. The property naturally invites customers into the facility by intelligibly conveying information through modern digitized visuals, such as newly established touch panel digital signage for facility guidance and 120-inch large screen monitors.



Image

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## TERRACE GATE

At the eastern stairwell, there is another entrance to cocoti SHIBUYA called Terrace Gate which connects to the terrace on the third floor. Together with Terrace Gate's large symbol, "the Green Wall," at the eastern wall, the gate gives an impression similar to the main entrance and invites customers to climb the stairs by revealing that it is an alternative entrance to the facility.



Image

## 1F SPECIAL EVENT SPACE "COCOTI POCKET"

"COCOTI POCKET" is newly established in the 1F main entrance as a special event space proposing new fashion and culture.



Image

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## 2F-3F COMMON USE AREA

In the common use area of the facility, wooden surfaced walls are utilized in many places to convey a beautiful and organic feel. We were able to create a rhythmical space with a sensation of movement through the use of non-uniformed materials. The walls are arranged with super graphics that serve as symbols representing each floor and functioning as guidance signs with high visibility. On the second floor, the wall surface that leads to the Mitake Park side, which was a closed space with a dead-end feel, was changed to a glass wall. By doing so, depth and flow will be created in the common use area and the spot will turn into an open space with a walk-through feel. In addition, the common use restrooms were renewed, and the space given a sense of hospitality.



3F Image

A specialist of composite photograph representing Tokyo street culture  
**The Work of Photographer P.M.Ken Used for Main Visuals of  
Advertisements**

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### **P.M.Ken**

#### P.M.Ken: Profile

Graduated from Tokyo Zokei University in 1990. Became an independent freelance photographer in the same year.

Held first solo exhibition in 1996. Started working on digital composite photography by making full use of Macintosh and Adobe Photoshop.

Since then, he has been engaged in numerous creative works that go beyond the boundaries of standard photography incorporating his unique skills and ideas.

Established Y.K. PML in 2004 and serves as CEO. Also established PMStudio.

[Magazines] VOGUE / SPUR / FIGARO / Harper's Bazaar / Marie Claire / GQ / ENGINE, etc.

[Advertisements/Catalogues] NIKE / adidas / world / Isetan / PARCO / FCRB / STUSSY, etc.

[Music] M-flo / smap / nobodyknows+ / SOULHEAD / PUSHIM / TERIYAKI BOYZ, etc.

[Others] LOUIS VUITTON / Dior / SONY / honeyee cam / Coca Cola / BAPE / BEAMS, etc.

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Example of his past work



Times Square, 109 (2010) [New York and Tokyo] (C) P.M.Ken



For the Style-Conscious Customers of Shibuya  
**2 Tenant Stores to be Introduced for a Limited Time**



**YEADIO**

2F/Period: April 28 (Sat) - July 29 (Sun) /<http://www.zoundindustries.jp/>

**A store specializing in fashionable high-end headphone equipment**

It is a specialty store that incorporates street culture and offers products to enjoy music more fashionably. Products include the colorful URBANEARS headphones with “colors” as the theme, Marshall Headphones that carry on the tradition of U.K. guitar amp brand Marshall, COLOUD which offers collaboration models and “incase” brand with its rich lineup of stylish and colorful products. YEADIO plans to hold several events in its retail space in addition to product sales.



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**caseplay**

2F/Period: April 28 (Sat) - July 8 (Sun) /<http://www.caseplay.jp/>

### **A space to accessorize your iPhone to make it cool and stylish**

Under the concept of "only available at caseplay," the store carefully selects the highest quality accessory brands from around the world and unavailable in electrical appliance stores. It offers a variety of iPhone accessories such as "LifeProof," which meets water-proof and dust-proof IP68 standards and is also shock resistant, "WHITE DIAMONDS" which fuse together the unique design and the beauty of Swarovski and is gaining popularity among female iPhone users, and "ROKFORM" which had emerged in Japan for the first time and offers a variety of cool accessories.



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## GREEN & ART FESTIVAL

### Present Campaign

During the period between April 28 (Saturday) and May 6 (Sunday), you can join in a one-time iPad lottery by bringing receipts of 3,000 yen (including tax) or more from stores and other retailers at cocoti SHIBUYA. If you win, “artistic goods” will be presented on site.

#### Prize A

**2 winners**

New artistic stylish bicycle

**Bicycle of LOUIS GARNEAU**



#### Prize B

**20 winners**

Must have artistic items

**Art GOODS**



#### Prize C

**100 winners**

Shopping/restaurant voucher you can use at cocoti SHIBUYA

**Shopping/Restaurant Voucher  
equivalent to 2,000 yen**



#### Prize D

**100 winners**

Experience sensible art

**“P. M. Ken Designed T-shirts”**



\*Picture is an image, actual picture may differ

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## Prize E

### To all participants

Experience sensible art

### “P. M. Ken Designed Post Card”



\*Picture is an image, actual picture may differ

## cocoti Prize

### 166 winners

Wonderful presents from stores in cocoti SHIBUYA!

### “Sponsor Prize from cocoti stores”

## Tokyo Calendar Prize

### 3 winners

### “One-year subscription to Tokyo Calendar”

\*Please note that content of prizes are subject to change.