

---

**N E W S   R E L E A S E**

---

April 2017

(Translation)

SEGA SAMMY HOLDINGS INC.

**South Korea's First Integrated Resort (IR) Facility**  
**PARADISE CITY**  
**- Officially Open on April 20, 2017 (Thursday) -**

PARADISE SEGASAMMY Co., Ltd. (Representative Director: Yeon-Soo Jung), a joint venture company established by SEGA SAMMY HOLDINGS INC. (headquarters: Minato-ku, Tokyo; Chairman and CEO (Representative Director): Hajime Satomi; President and COO (Representative Director): Haruki Satomi; hereafter "SEGA SAMMY") and South Korean Paradise Group (Chairman and CEO (Representative Director): Phil-Lip Chun; hereafter "Paradise") opened South Korea's first integrated resort (IR) "PARADISE CITY" on April 20 (Thursday) and held an inaugural ceremony.

The ceremony was attended by a total of roughly 480 guests and people involved, including guests from South Korea such as Jeong-Bok Yoo, Mayor of Incheon Metropolitan City, and Il-Young Chung, President & CEO of Incheon International Airport Corporation, and from Japan and other countries, as well as Phil-Lip Chun, Chairman of Paradise Group and Hajime Satomi, Chairman and CEO (Representative Director) of SEGA SAMMY.

PARADISE CITY boasts a prime location with access from major cities in East Asia of less than four hours and only three minutes by car from Incheon International Airport, the largest hub airport in Asia. It offers facilities and functions that can accommodate all occasions including business and private. PARADISE CITY aims to become a central resort facility in East Asia by delivering a best-ever moving experience to every visitor with highly sophisticated spaces integrating art and entertainment, and top-class hospitality.

■ **PARADISE CITY Inaugural Ceremony Overview**

- Date and time: April 20, 2017 (Thursday) 12:00 - 14:00
- Venue: Grand Ballroom in PARADISE CITY (South Korea)
- Attendees:  
Phil-Lip Chun, Chairman of Paradise Group  
Yeon-Soo Jung, Representative Director of PARADISE SEGASAMMY Co., Ltd.  
Jeong-Bok Yoo, Mayor of Incheon Metropolitan City  
Il-Young Chung, President & CEO of Incheon International Airport Corporation  
Hajime Satomi, Chairman and CEO (Representative Director) of SEGA SAMMY HOLDINGS INC.  
Haruki Satomi, President and COO (Representative Director) of SEGA SAMMY HOLDINGS INC.

■ **Comments from Representatives (excerpt)**

● **Comment from Hajime Satomi, Chairman and CEO (Representative Director) of SEGA SAMMY HOLDINGS INC.**

"PARADISE CITY stands as a facility in which we can confidently take pride. In addition, the artwork of world-famous artists in the facility adds color and harmony to PARADISE CITY. I would like for all in the world to enjoy this high-quality, one of a kind entertainment space."

● **Comment from Phil-Lip Chun, Chairman of Paradise Group**

PARADISE CITY was a challenge that only Paradise Group, a pioneer in the tourism industry, could take on. With PARADISE CITY as Asia's first integrated resort, I would like to enhance the value of South Korea and to have it serve as a base for introducing Korean culture that people throughout the world can enjoy.

■ **Scenes from the Inaugural Ceremony**



■ **PARADISE CITY Overview**

Facility name	PARADISE CITY	
Operating company	PARADISE SEGASAMMY Co., Ltd. (Investment ratio: Paradise 55%, SEGA SAMMY 45%)	
Address	186, Yeongjonghaeannam-ro 321-gil, Jung-gu, Incheon, Republic of Korea	
Site area	330,000 m <sup>2</sup>	
Investment amount	Approx. 1,300 billion KRW (amount invested by SEGA SAMMY: 232.9 billion KRW)	
Facility composition	Hotel	Open on April 20, 2017
	Casino	
	Convention hall (banquet hall)	
	Commercial facility, cultural center	Opening planned for first half of 2018
	Premium spa (hot bath facility)	
	Club, entertainment facility	
	Boutique hotel	
Opening	April 20, 2017 (Thursday)	
Official website	<a href="http://www.p-city.com/">http://www.p-city.com/</a>	

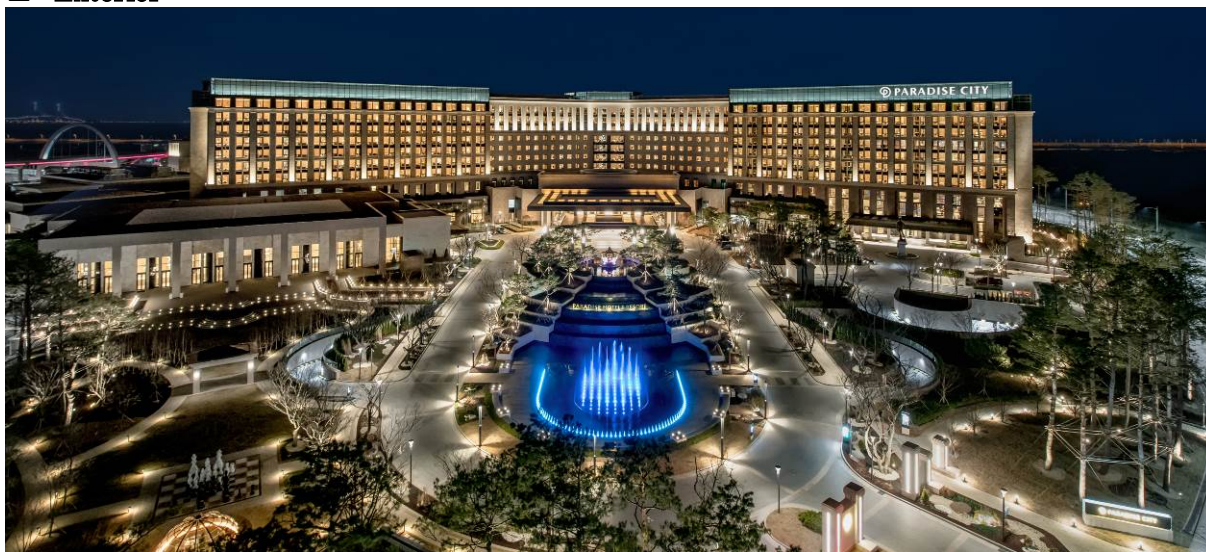
## &lt; Reference material &gt;

## ■ Facility Details of PARADISE CITY

<b>Hotel</b>  10 floors above ground, 2 floors below Parking: 1,203 cars	Guestrooms (711 rooms)	Guest Room	<b>Deluxe</b>	(45 m <sup>2</sup> )	381 rooms
			<b>Premier Deluxe</b>	(54 m <sup>2</sup> )	126 rooms
			<b>Grand Premier Deluxe</b>	(60 m <sup>2</sup> )	91 rooms
		Suite	<b>Corner Suite</b>	(68 m <sup>2</sup> )	14 rooms
			<b>Deluxe Suite</b>	(90 m <sup>2</sup> )	79 rooms
			<b>Grand Deluxe Suite</b>	(135 m <sup>2</sup> )	13 rooms
			<b>Royal Suite</b>	(180 m <sup>2</sup> )	3 rooms
			<b>Presidential Suite</b>	(368 m <sup>2</sup> )	2 rooms
		Pool Villa	<b>Deluxe Pool Villa</b>	(250 m <sup>2</sup> )	1 building
			<b>Grand Deluxe Pool Villa</b>	(632 m <sup>2</sup> )	1 building
	Restaurants	<b>On the Plate</b> Buffet restaurant (134 seats)		6:30~10:30 Breakfast 12:00~15:00 Lunch 18:00~22:00 Dinner	
		<b>La Scala</b> Italian (130 seats)		12:00~15:00 Lunch 18:00~22:00 Dinner	
		<b>Imperial Treasure</b> Chinese (161 seats)		12:00~15:00 Lunch 18:00~22:00 Dinner	
		<b>Raku</b> Japanese (106 seats)		12:00~15:00 Lunch 18:00~22:00 Dinner	
	Entertainment hall	<b>RUBIK</b> (340 seats)		19:00~2:00 Sun.-Thurs. 19:00~3:00 Fri. & Sat. *Adults only	
	Other ancillary facilities	Lobby lounge, club lounge, indoor/outdoor pools, fitness center, Spa & Sauna, Sports & Kids Zone			
<b>Casino</b> (15,529 m <sup>2</sup> )	Game floor	158 table games, 291 slot machines, and 4 (62 seats) electronic table games			
	Ancillary facilities	Sky casino, event stage, VIP room, restaurant & bar			
<b>Convention Halls</b>	Large party room	<b>Grand Ballroom</b> (1,500 m <sup>2</sup> ) 980 seats (maximum with round tables)			
	Medium-sized party rooms	<b>Sapphire</b>	(590 m <sup>2</sup> )	260 seats (maximum with round tables)	
		<b>Emerald</b>	(400 m <sup>2</sup> )	180 seats (maximum with round tables)	
	Meeting rooms	<b>Meeting Room A</b>	(155 m <sup>2</sup> )	60 seats	
		<b>Meeting Room B・C</b>	(65 m <sup>2</sup> )	30 seats	
		<b>Meeting Room D</b>	(95 m <sup>2</sup> )	40 seats	
		<b>Meeting Room E</b>	(70 m <sup>2</sup> )	30 seats	



■ Exterior



■ Guestrooms

□ Presidential Suite

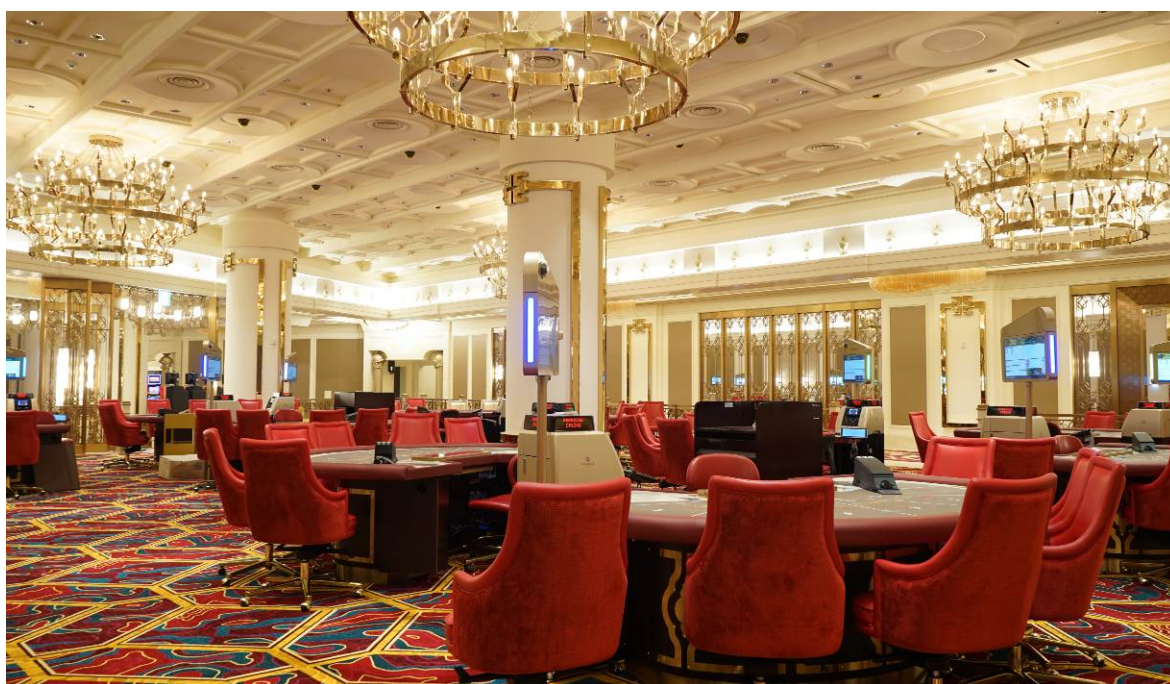


□ Deluxe





■ Casino Facility





■ Other

□ Lobby



□ WOW Space



□ Artwork in the facility



□ Lobby lounge



□ Restaurant (On The Plate)



□ Restaurant (Imperial Treasure)



□ Entertainment hall (RUBIK)



□ Indoor pool

