

**Part of Program of Events to Celebrate
15th Anniversary of Tokyo Big Sight
Exhibiting at Europe's Largest Japanese Culture Event "Japan Expo"!**

As part of the program of events to celebrate the 15th anniversary of Tokyo Big Sight, from Thursday, June 30, we will be taking part at the "Japan Expo" held in Paris. (Sponsorship provided by the Tokyo Metropolitan Government)

1. About "Japan Expo"

Japan Expo is Europe's largest event showcasing Japanese culture, held every summer in Paris, France. The Expo is always tremendously popular, and showcases a wide range of Japanese contents, including manga, anime and fashion. This year is the twelfth year for the Expo to be held and approximately 190,000 visitors are expected to attend.

* The Expo is scheduled to run from Thu., June 30 to Sun. July 3, 2011.

2. Purpose of Participation in the Expo

Tokyo Big Sight Inc., is engaged in a number of industry promotion programs, as one of the partner organizations of the Tokyo Metropolitan Government.

By participating in this year's "Japan Expo" we aim to send out a message about the attractions of Tokyo and the appeal of Japan's pop culture.

Furthermore as part of post-disaster reconstruction efforts, we aim to highlight the safety of Japan through its exhibit, seeking to overcome damage from groundless rumors that have spread overseas and contribute to restoring confidence in Japan.

3. Exhibition Content

(1) Introducing areas of Tokyo

We have created seven original animated characters to personify various areas of Tokyo, including Daiba, Shibuya and Ginza. These characters will introduce the attractions of Tokyo from a new angle.

(2) Experience Japan's Pop Culture

Visitors can enjoy live drawing performances by popular manga artists, videos of works by up-and-coming anime creators, and experience nail art by top nail artists, among many other attractions.

(3) Message Board for Post-Disaster Reconstruction in Japan

We will collect and display messages of encouragement received from visitors to "Japan Expo."

* Visit our website for further details about exhibition content: <http://www.tokyobigsight.jp/>

Inquiries:

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15th
ANNIVERSARY

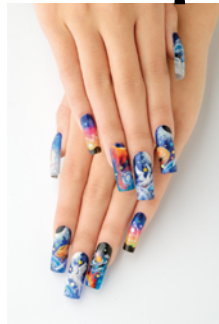
Hop Step Big Sight
- With everyone's support -

Japan Expo 12th Impact
Tokyo Big Sight
Booth Image



Personified
characters introduce
each city in Tokyo

The First Appearance of
the Japanese Top nailists
at Japan Expo !



NAIL ARTIST SANAE NOJIRI

The first Japanese nail artist to receive sculptured nail category first prize at IBS (International Beauty Show) in Long Beach
• JNA (Japan Nailst Association)
certified Instructor / Master Educator



NAIL ARTIST TAKAKO IZUTSU

Awarded 1st + 2nd prize at Tokyo Nail Expo, the world championship
Createvr Reveal Executives manager
• JNA (Japan Nailst Association)
certified Instructor / Master Educator

