

September 17, 2015

For immediate release

Mitsui Fudosan Residential Co., Ltd.

First-Time Collaboration between the Two Leading Home Creation and Outdoor Lifestyle Companies
Joint Development with Snow Peak
Birth of the “Half-Outdoor Home” that Brings Outdoor Life into the Home

Mitsui Fudosan Residential Co., Ltd. (headquartered in Chuo-ku, Tokyo; Kiyotaka Fujibayashi, President and Chief Executive Officer) and Snow Peak Inc. (headquartered in Sanjo City, Niigata Prefecture; Toru Yamai, President and Chief Executive Officer), a leading outdoor brand, have jointly developed a plan for “Half-Outdoor Home” condominiums that bring outdoor life (for special occasions) into the home (for everyday use).

The “Half-Outdoor Home” is a new unit plan concept that maintains continuity between interior living space and a private outdoor courtyard in first-floor condominium units. Two original triangular canopies stretch over the terrace and the private outdoor courtyard, creating the “Half-Outdoor Home” extending from the interior to the shaded space under the canopies. Further, by combining in this space items Snow Peak has manufactured for specific use Mitsui Fudosan Residential proposes a “Half-Outdoor Home” tailored to the three modes of living – relaxation, eating, and sleeping.

Mitsui Fudosan Residential, which seeks to bring about a harmonious coexistence with nature in urban living, and Snow Peak, an expert in the art of engaging with nature, created the “Half-Outdoor Home” that subtly and gently connects “indoors” and “outdoors” with the idea of incorporating an outdoor-oriented lifestyle into everyday life and providing new options for living.

The first property to adopt the “Half-Outdoor Home” is Park HOMES Tachikawa, a Park HOMES Style 2015-16 condominium project that captures the “now” of living. All first-floor units can become “Half-Outdoor Homes.” An actual “Half-Outdoor Home” is on display in the property’s model room.

“Half-Outdoor Home” Features

- (1) The birth of a new concept resulting from cross-industry collaboration between Mitsui Fudosan Residential and Snow Peak
- (2) The “Half-Outdoor Home” is a collection of the three modes of living of relaxation, eating and sleeping
- (3) The “Half-Outdoor Home,” which extends shared areas, further broadens lifestyle choices

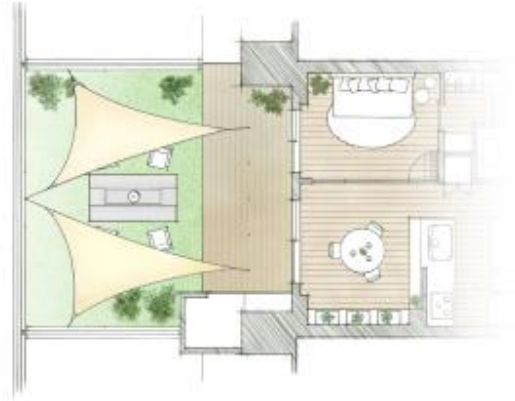


Diagram of a “Half-Outdoor Home”



Photo of a “Half-Outdoor Home”