



October 11th 2017

Laox Co., Ltd.

Announcement regarding the opening of Laox Okinawa American Village Store

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen/security code 8202, hereinafter referred to as "we") will open Laox Okinawa American Village Store October 25th (Wednesday) 2017.

We currently operate three stores in Okinawa prefecture and the new store will be the fourth. Laox Okinawa American Village Store is located in Mihama American Village, a shopping and entertainment center popular in Okinawa with the ambience of an America vacation spot. Various entertainment facilities such as restaurants, shopping centers, a Ferris wheels, movie theaters and others are concentrated in the resort located about 50 min. car ride from Naha Airport and Naha port.

The number of cruise ships visiting Okinawa prefecture has been on the rise since 2006. In 2016, cruise ships came to the prefecture 387 times, the most in history. The figure has also made Okinawa the prefecture visited by cruise ships most frequently in Japan, for the first time ever. Furthermore, the total number of cruise ship visits to Okinawa between January and August in 2017 shows a 28 % increase from the same period last year.

Laox Okinawa American Village Store has the largest sales area of the four Laox stores in Okinawa. The store carries a wide variety of products from increasingly popular cosmetics and hair care and beauty appliances, to household products, to folkcrafts, to foods and others to meet the diverse needs of our customers. We will continue to strive to deliver excellent Japanese goods and services to people from both Japan and abroad.

Facility Summary of Laox Okinawa American Village Store

Location: Gourmet Hall 1F, 15-67 Mihama, Chatan-cho, Nakagami-gun, Okinawa

TEL: 098-923-0127

FAX: 098-923-0172

Contract Area: 592 m²

Store Hours: 11:00~20:00

Scheduled to open on: October 25th, 2017 (Wednesday)

Products sold: Hair Care & Beauty Appliances, Electric Home Appliances, Household Goods, Cosmetics, Folkcrafts, Travel Goods, Foods, Watches, et al.

«Contact for information regarding this announcement»

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