

October 20, 2010

Notice of Change of English Company Name

Keihin Electric Express Railway Co., Ltd. hereby announces that the Company will begin operation of Haneda Airport International Terminal Station on October 21 this year. Upon opening of the new station, we will also change our English company name to “Keikyu Corporation.”

In 1993, we selected the abbreviation “Keikyu” for our company, and have worked to strengthen the Keikyu brand. Associated with recent transformation of Haneda Airport into a fully fledged international airport, we decided to change our English company name to Keikyu, a well-established brand in Japan. Through this change, we will facilitate understanding of our group’s products and services internationally, achieving the same recognition that the Keikyu brand gains in Japan.

1. Reason for Change

Associated with recent transformation of Haneda Airport into a fully fledged international airport, we decided to change our English company name to Keikyu, a well-established brand in Japan. Through this change, we will facilitate understanding of our group’s products and services internationally.

2. New English Company Name: Keikyu Corporation

(Previous English Company Name: Keihin Electric Express Railway Co., Ltd.)

3. Date of Change: October 21, 2010