

**The 2005 World Exposition, Aichi, Japan
Campaign for the Pavilion of the Netherlands at Aichi Expo
“Celebrating 600,000 visitors to the Pavilion of the Netherlands”**

Online campaign for a chance to win “a one week trip to Amsterdam with KLM Royal Dutch Airlines,” ceramic “Delft Blue” piggy banks or traditional miniature wooden shoes from the Netherlands.

Pavilion of the Netherlands, Aichi Expo

The Pavilion of the Netherlands at the Expo 2005 Aichi is a big success until now; visitors are expected to exceed 600,000 people on July 20th. This figure has been reached much quicker than initially expected.

In appreciation to all the visitors of the Pavilion of the Netherlands, a special campaign “Celebrating 600,000+ Visitors to the Pavilion of the Netherlands” will be held for one month from Wednesday, July 20th to Monday, August 15th at the Pavilion’s official website at <http://www.holland-expo2005.com/>. By answering the campaign quiz question (“What is the main theme of the Pavilion of the Netherlands?”) applicants can win one of four pairs of a one week trip to Amsterdam with KLM Royal Dutch Airlines. Additional prizes are traditional Dutch miniature wooden shoes and ceramic “Delft Blue” piggy banks.

Under the theme “Land of Water,” the Pavilion of the Netherlands presents a high fidelity movie showcase utilizing the latest audio and visual equipment from the Netherlands. Visitors can also admire the world’s largest hand-painted ‘Delft Blue’ tile structure by Royal Delft.

By holding this commemorative campaign, more people are hoped to become attracted to the Netherlands, and to stimulate tourism to the country.

<Campaign Outline>

Official name: Campaign for Celebrating 600,000 Visitors to the Pavilion of the Netherlands at Aichi Expo

Campaign period: From 17:00 on Wednesday, July 20, 2005 to 17:00 on Monday, August 15, 2005

URL: <http://www.holland-expo2005.com/>

* Please refer to the following page for further details

[Campaign Entry Details]

“Campaign for Celebrating 600,000 Visitors to the Pavilion of the Netherlands at Aichi Expo”

(Application can only be received through the website)

Application requirement:

Must be over 18 years old*, and a Japanese national or a legal resident of Japan

(* Parents written consent required if under 20 years old)

Application period:

From 17:00 on July 20th (Wed) to 17:00 on August 15th (Mon)

Quiz:

“What is the main theme of the Pavilion of the Netherlands?”

1: Land of Water 2: Land of Wind 3: Land of Mountains

(The answer is “**1: Land of Water**”)

Prize giveaways:

Grand prize: One week trip to Amsterdam with KLM Royal Dutch Airlines

Four pairs (eight people) of Narita to Amsterdam direct return flight tickets and accommodations in Amsterdam

* Airline tickets sponsor: KLM Royal Dutch Airlines

* Accommodations sponsor: Pavilion of the Netherlands, Aichi Expo and EVD

Second prize: Ceramic “Delft Blue” piggy banks (JPY 13,750 value) to 25 people

* Sponsor: Royal Delft

* Material: Ceramic; Size: 10 cm x 10 cm x 10 cm

Third prize: The Netherlands’ traditional miniature wooden shoes (JPY 10,250 value) to 50 people

* Sponsor: Nihouse K.K.

* Material: Wood; Size: 7 cm x 14 cm x 16 cm

Campaign disclaimer:

- Grand prize tickets valid for departure and return during designated period.
- Personal information obtained through the application process is used strictly for contacting winners, and will not be shared, sold, or traded to third parties.
- Applicant details will not be disclosed without expressed permission of the identified person (excluding outsourced companies, which may come into contact with information while assisting with this campaign).
- Internet connection charges are the responsibility of the applicant. Due to web site traffic, delays may be encountered when connecting to the campaign web page.
- Campaign is not open to employees of Kyodo PR and their families, and related travel agency partners.
- Any incomplete details in the application form will void the entry.
- The following are not included in the grand prize, and are the responsibility of the winners: Incidental expenses related to travel, traveler’s insurance expenses, optional tour expenses, departing airport taxes, transportation from winners’ homes to airport, accommodations before departing Japan, any purchases, telecommunications fees, etc.
- Travel may be cancelled by the following situations: Natural disaster, warfare, civil disruptions, strike action by transportation or accommodation services companies, for reasons of security enforced by the governments.
- Airline tickets sponsor: KLM Royal Dutch Airlines
- Accommodations sponsor, and travel coordination and campaign implementation by: Holland Pavilion, Aichi Expo 2005 and EVD