

For Immediate Release

## DMM RESORTS and Okinawa Churashima Foundation Announce Strategic Marketing Alliance

Japan (October 21<sup>st</sup>, 2020) - DMM RESORTS Co., Ltd. ("DMM RESORTS") announces the formation of a strategic marketing alliance with General Incorporated Okinawa Churashima Foundation. ("Okinawa Churashima Foundation").



The newly opened DMM Kariyushi Aquarium is excited to announce a partnership with Okinawa Churaumi Aquarium, a well-known sightseeing spot in Okinawa Prefecture with lots of charming contents inside. This alliance is intended to communicate Okinawa's brand strengths to the world as well as to revitalize local Okinawan communities. Together the two facilities will join hands in marketing to achieve the common goals.

### Contents of the Alliance

- 1) Organizing co-events
- 2) Selling or dispatching crossover products
- 3) Launching joint promotions

\*The above contents are subject to change without prior notice.

### ■About Okinawa Churaumi Aquarium

Okinawa Churaumi Aquarium is a facility operated by Okinawa Churashima Foundation. Base on the concept of presenting the rich nature of Okinawa's marine environment, Okinawa Churaumi Aquarium recreated the ocean around Okinawa all the way from the water's surface

to a depth of around 700m, ensuring a variety of factors – light, water quality, underwater visibility etc. – are as close as possible to conditions in the natural sea. Through a simulated journey from the coast to offshore, to the Kuroshio Sea and even to the depths of the ocean, visitors can experience the wonder and importance of Okinawa’s sea.

## ■About Okinawa Churashima Foundation

The mission of Okinawa Churashima Foundation is to contribute to the sound mental and physical development of citizens and the conservation of the environment as well as to contribute to the local communities by conducting surveys and studies on subtropical flora and fauna, marine culture, Shurijo Castle, etc., disseminating relevant knowledge, developing relevant technologies, and providing relevant services, as well as managing and operating park green space, recreational facilities, educational facilities, etc. and carrying out such projects as establishment, management, and operation of the Shurijo Castle Fund.

### —— Organization Profile ——

Organization Name : General Incorporated Okinawa Churashima Foundation  
Head Office : 888 Aza Ishikawa, Motobu-cho, Kunigami-gun, Okinawa  
Park Director : Yoshihiro Hanashiro  
Establishment : July 16<sup>th</sup>, 1976  
Main Business : Surveys and studies as well as dissemination of knowledge on subtropical flora and fauna, marine culture, Shurijo Castle, etc., and development of relevant technologies  
URL : <https://churashima.okinawa/en/>

## ■About DMM RESORTS

DMM RESORTS Co., Ltd. is a subsidiary of DMM.com LLC established on May 24<sup>th</sup>, 2018. It is a local subsidiary in Tomigusuku-shi, Okinawa operating DMM Kariyushi Aquarium. In fulfilling its corporate goals, DMM RESORTS works closely with Tomigusuku City, as well as other local Okinawan authorities and businesses on a long-term basis.

### —— Corporate Profile ——

Company Name : DMM RESORTS Co., Ltd.  
Head Office : 3-59 Toyosaki, Tomigusuku-shi, Okinawa  
CEO : Daisuke Ichikawa  
Establishment : May 24<sup>th</sup>, 2018  
Main Business : Planning and management of aquarium, entertainment and administration of resort, development of imaging exhibition and others  
URL : <https://dmm-resorts.co.jp/en/>

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## For Media Related Inquiry

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### ▼DMM Kariyushi Aquarium

<https://kariyushi-aquarium.com/en/>

### ▼DMM Kariyushi Aquarium Official SNS

Facebook : <https://www.facebook.com/dmm.kariyushi.aquarium/>

Twitter : [https://twitter.com/dmm\\_kariyushi](https://twitter.com/dmm_kariyushi)

Instagram : [https://www.instagram.com/dmm\\_aquarium/](https://www.instagram.com/dmm_aquarium/)

### ▼DMM RESORTS Co., Ltd.

<https://dmm-resorts.co.jp/en/>

## Note to Editors:

### About DMM Kariyushi Aquarium

DMM Kariyushi Aquarium is opened on Monday, May 25<sup>th</sup>, 2020. It is located in the shopping mall (ias Okinawa Toyosaki) in Toyosaki, Tomigusuku-shi, Okinawa Prefecture. The Aquarium is approximately a 20 minutes drive\* from Naha Airport.

DMM Kariyushi Aquarium bears the theme of a “new entertainment aquarium”, which combines the latest visual expression and spatial representation. The beauty of nature displayed, including fauna & flora native to the Okinawa region, allows visitors to forget their physical presence in a commercial facility. The building housing DMM Kariyushi Aquarium is a three-story unit, of which the ground and first level (total floor area: 6,937.9m<sup>2</sup> (2,102 tsubo)) are due to be occupied by the aquarium. The Aquarium aims to attract 2,100,000 visitors in the first year.

\*The distance from the airport is approximately 5km, and the commute varies depending on the traffic.