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Notice Concerning Introduction of New Brand “RESIDIA”

Advance Residence Investment Corporation (ADR) announced its decision to introduce a new brand as follows for its portfolio assets.

New brand: “RESIDIA”

1. Details of Brand Enhancement and Promotion Strategy

The name of ADR’s portfolio assets are mainly comprised of the series crowned with the “Artis” brand name of the former Advance Residence Investment Corporation (hereafter, the “former ADR”) and the series crowned with the “Pacific” brand name of Nippon Residential Investment Corporation (NRIC). ADR deemed the launch of a unified new brand would be essential in developing a brand strategy for ADR therefore decided to introduce a new brand: “RESIDIA.”

The new brand “RESIDIA” will be introduced for 165 properties of the 185 properties that will be in the portfolio after the acquisition of assets using the funds procured through the issuance of new investment units announced in the “Notice Concerning Issuance of New Investment Units and Secondary Distribution of Investment Units” dated today. By introducing the brand in such large-scale and in a focused manner, especially with in the Tokyo 23 wards where 125 properties will be crowned with the brand “RESIDIA”, it will gain greater brand recognition and boost its appeal to tenants, and thereby increase the efficiency of leasing activity. The various services that the former ADR and NRIC have each been offering to tenants in promoting their own brand, will also be unified to the “RESIDIA” brand to efficiently redeploy the services. ADR believes that heightening tenant satisfaction in the services will lead to stable and improved earnings from long-term occupancy, as well as raise property value.

ADR plans to change the facility nameplates installed at the respective portfolio assets in phases starting from mid August 2010.



RESIDIA

<Reference: RESIDIA Introduction Count>

	Tokyo Central 7 Wards (Note 1)	Tokyo 23 Wards Exclusive of Central 7 Wards (Note 2)	Tokyo Metropolitan Area (Note 3)	Major Regional Cities (Note 4)	Total
Number of properties	77 properties	48 properties	16 properties	24 properties	165 properties
Number of residential units	4,405 units	3,740 units	1,118 units	2,729 units	11,992 units

(Note 1) “Tokyo Central 7 Wards” indicates the Minato, Chiyoda, Shibuya, Shinjuku, Meguro, Setagaya and Shinagawa wards of Tokyo.

(Note 2) “Tokyo 23 Wards Exclusive of Central 7 Wards” indicates the Tokyo 23 wards other than the Tokyo Central 7 Wards.

(Note 3) “Tokyo Metropolitan Area” indicates Tokyo (excluding the Tokyo 23 wards) and Kanagawa, Saitama and Chiba prefectures.

(Note 4) “Major Regional Cities” indicates cabinet order designated and similar cities excluding cities in the Tokyo Metropolitan Area.

2. Concept of the “RESIDIA” Series

“RESIDIA” is a brand name based on the image of an “Arcadia” of “Residence” signifying that ADR will proceed to play a role in the social and economic infrastructure by providing a comfortable residential environment to residents.

3. List of Portfolio Assets Subject to Name Change

[Assets in the portfolio as of June 4, 2010]

	No.	Original Property Name	New Property Name
1	P-1	Artiscourt Akasakahinokicho	RESIDIA Akasaka-Hinokicho
2	P-2	Artis Shimazuyama	RESIDIA Shimazuyama
3	P-3	Artis Nakameguro	RESIDIA Nakameguro
4	P-4	Apartments Tsurumaki	RESIDIA Setagaya-Tsurumaki
5	P-5	Crestcourt Azabujuban	RESIDIA Azabujuban
6	P-6	Artis Shibuyadaikanyama	RESIDIA Shibuya-Daikanyama
7	P-7	Artis Ikejiriohashi	RESIDIA Ikejiriohashi
8	P-9	Spacia Kudanshita	RESIDIA Kudanshita
9	P-10	Artis Hatagaya	RESIDIA Hatagaya
10	P-11	FELDBERG	RESIDIA Fudomae
11	P-12	Artis Toritsudaigaku	RESIDIA Toritsudaigaku
12	P-13	Artis Sakurajosui	RESIDIA Sakurajosui
13	P-14	Artis Kitashinagawa	RESIDIA Kita-Shinagawa
14	P-15	PLEIADE YOYOGINOMORI	RESIDIA Yoyoginomori
15	P-16	Shinjuku Residence	RESIDIA Shinjuku-East III
16	P-17	Pacific Livew Shiba Daimon	RESIDIA Shibadaimon
17	P-18	Glenpark Sangubashi	RESIDIA Sangubashi
18	P-21	Pacific Residence Shinjuku East	RESIDIA Shinjuku-East II
19	P-22	Pacific Livew Shinjuku higashi	RESIDIA Shinjuku-East
20	P-23	Pacific Residence Kandaiwamotocho	RESIDIA Kanda-Iwamotocho
21	P-24	Pacific Residence Minamiazabu	RESIDIA Azabujuban II
22	P-25	Pacific Residence Ebisuhigashi	RESIDIA Ebisu
23	P-26	Pacific Residence Meguronishi	RESIDIA Meguro
24	P-27	Pacific Residence Hiroo 3chome	RESIDIA Hiroo

25	P-28	Pacific Residence Akasaka II	RESIDIA Akasaka II
26	P-29	Pacific Livew Hiroo	RESIDIA Hiroo II
27	P-31	ZESTY Komazawadaigaku	RESIDIA Komazawadaigaku
28	P-32	ZESTY Yoyogi	RESIDIA Yoyogi
29	P-33	ZESTY Nishishinjuku	RESIDIA Nishi-Shinjuku
30	P-34	ZESTY Kyodo	RESIDIA Kyodo
31	P-35	CYNTHIA Oimachi	RESIDIA Oimachi
32	P-36	Pacific Residence Ebisu	RESIDIA Ebisu II
33	P-37	Pacific Residence Kamiochiai	RESIDIA Kamiochiai
34	P-38	Pacific Residence Higashi-Shinagawa	RESIDIA Higashi-Shinagawa
35	P-39	LUKE	RESIDIA Meguro II
36	P-40	Pacific Residence Toranomom	RESIDIA Toranomom
37	P-41	Pacific Residence Kanda-Ogawamachi	RESIDIA Shin-Ochanomizu
38	P-42	Pacific Residence Sodai-dori	RESIDIA Kagurazaka
39	P-43	Pacific Residence Oimachi I	RESIDIA Oimachi II
40	P-44	Pacific Residence Ookayama	RESIDIA Ookayama
41	P-45	Pacific Livew Jiyugaoka	RESIDIA Jiyugaoka
42	P-47	Pacific Residence Suidobashi	RESIDIA Suidobashi
43	P-48	Pacific Tower Nogizaka	RESIDIA TOWER Nogizaka
44	P-49	Pacific Residence Akasaka I	RESIDIA Akasaka
45	P-50	Apartments Nishi-Azabu	RESIDIA Nishi-Azabu
46	P-51	Pacific Residence Daikanyama	RESIDIA Daikanyama
47	P-52	Pacific Residence Ichigaya	RESIDIA Ichigaya
48	P-53	Pacific Residence Akasaka Hinokicho	RESIDIA Roppongi-Hinokichokoen
49	P-54	Pacific Residence Takanawa	RESIDIA Shirokane-Takanawa
50	P-55	Pacific Tower Meguro-Fudomae	RESIDIA TOWER Meguro-Fudomae
51	P-56	Pacific Residence Sangen-Jaya I	RESIDIA Sangenjaya
52	P-57	Pacific Livew Chojamaru	RESIDIA Meguro-Chojamaru
53	P-58	L'air Minami Aoyama	RESIDIA Minami-Aoyama
54	P-59	Pacific Livew Kandahigashi	RESIDIA Kanda-Higashi
55	P-60	Pacific Residence Higashiazabu	RESIDIA Higashi-Azabu
56	P-61	Pacific Residence Ebisu-Minami	RESIDIA Ebisu-Minami
57	P-62	Pacific Tower Azabu-juban	RESIDIA TOWER Azabujuban
58	P-63	COSMOS GRACIA Shibuya	RESIDIA Shibuya
59	P-64	Pacific Livew Nakanobu	RESIDIA Nakanobu
60	P-65	Pacific Residence Azabudai	RESIDIA Azabudai
61	P-66	Pacific Residence Shibadaimon	RESIDIA Shibadaimon II
62	P-67	Nostel Court Kanda	RESIDIA Kanda
63	P-68	Pacific Residence Sangen-Jaya II	RESIDIA Sangenjaya II
64	P-69	Pacific Residence Nishi-Shinjuku	RESIDIA Nishi-Shinjuku II
65	P-70	Pacific Residence Hiroo-Minami	RESIDIA Hiroo-Minami
66	P-71	Pacific Residence Sakuragaoka	RESIDIA Shibuya-Sakuragaoka
67	P-72	Pacific Residence Mejiro Otomeyama	RESIDIA Mejiro-Otomeyama
68	P-73	Pacific Residence Shibaura	RESIDIA Shibaura
69	P-74	Pacific Residence Gotenyama	RESIDIA Gotenyama
70	P-75	Pacific Residence Yutenji	RESIDIA Yutenji
71	P-78	Pacific Tower Roppongi	RESIDIA TOWER Roppongi

72	P-79	Pacific Residence Kamimeguro	RESIDIA Kamimeguro
73	P-80	Pacific Residence Yoyogikoen	RESIDIA Yoyogikoen
74	P-82	Pacific Residence Oi	RESIDIA Oi
75	P-83	Pacific Residence Daikanyama-Sarugakucho / Daikanyama Parkside Village	RESIDIA Daikanyama-Sarugakucho / Daikanyama Parkside Village
76	P-84	Luxeair Kita-Shinjuku	RESIDIA Kita-Shinjuku
77	C-1	Artis Mitsukoshimae	RESIDIA Mitsukoshimae
78	C-2	Artis Kamata	RESIDIA Kamata
79	C-3	Artis Ikebukuro	RESIDIA Ikebukuro
80	C-4	Artis Hongo	RESIDIA Bunkyo-Hongo
81	C-5	Artis Asakusabashi	RESIDIA Asakusabashi
82	C-7	Artis Uenokachimachi	RESIDIA Ueno-Okachimachi
83	C-8	Artis Bunkyo-hongo	RESIDIA Bunkyo-Hongo II
84	C-9	Artis Ryogoku	RESIDIA Ryogoku
85	C-10	Artis Higashiginza	RESIDIA Higashi-Ginza
86	C-11	Apres Parks Ueno	RESIDIA Ueno
87	C-12	Artis Ningyocho	RESIDIA Nihonbashi-Ningyocho II
88	C-13	Artis Omorihigashi	RESIDIA Omori-Higashi
89	C-15	Artis Kinshicho	RESIDIA Kinshicho
90	C-16	T&G Negishi Mansion	RESIDIA Negishi
91	C-17	Pacific Livew Shinkawa	RESIDIA Shinkawa
92	C-18	Escort Kami-Ikebukuro	RESIDIA Kamiikebukuro
93	C-19	Pacific Residence Shin-Nakano	RESIDIA Shin-Nakano
94	C-20	J Stage Honancho	RESIDIA Honancho
95	C-21	Pacific Residence Yushimasanchome	RESIDIA Bunkyo-Yushima II
96	C-22	Pacific Residence Tsukiji	RESIDIA Tsukiji
97	C-23	Pacific Residence Sasaduka	RESIDIA Sasazuka
98	C-24	Pacific Livew Kyobashi	RESIDIA Kyobashi
99	C-25	Pacific Livew Tamagawa	RESIDIA Tamagawa
100	C-26	Maison Korakuen	RESIDIA Korakuen
101	C-27	Pacific Livew Ginza-higashi	RESIDIA Ginza-Higashi
102	C-28	Relation Oji	RESIDIA Oji
103	C-29	Pacific Livew Wasedanishi	RESIDIA Mejiro II
104	C-31	Pacific Residence Tsukishima I	RESIDIA Tsukishima
105	C-32	Pacific Residence Kamata I	RESIDIA Kamata II
106	C-33	Pacific Residence Tsukishima II	RESIDIA Tsukishima II
107	C-34	COSMOS GRACIA Kinshicho Aquaver	RESIDIA Kinshicho II
108	C-35	Pacific Residence Bunkyo-otowa	RESIDIA Bunkyo-Otowa
109	C-36	Pacific Residence Sengoku	RESIDIA Bunkyo-Sengoku
110	C-37	Pacific Residence Yushima	RESIDIA Bunkyo-Yushima
111	C-38	ZESTY Ikegami Building A and B	RESIDIA Ikegami
112	C-39	Pacific Residence Ningyocho	RESIDIA Nihonbashi-Ningyocho
113	C-40	Pacific Residence Bunkyo-sengoku	RESIDIA Bunkyo-Sengoku II
114	C-41	Pacific Livew Iriya	RESIDIA Iriya
115	C-42	Glana Nihonbashi	RESIDIA Nihonbashi-Hamacho
116	C-43	COSMOS GRACIA Shin-Okachimachi	RESIDIA Shin-Okachimachi
117	C-44	Pacific Residence Chidoricho	RESIDIA Chidoricho

118	C-45	Pacific Residence Shinkawa	RESIDIA Shinkawa II
119	C-46	Pacific Residence Mejiro	RESIDIA Mejiro
120	C-47	Abreast Kasai	RESIDIA Kasai
121	C-48	Pacific Residence Nihonbashi-Bakurocho	RESIDIA Nihonbashi-Bakurocho
122	S-3	Storkmansion Kashiwa	RESIDIA Kashiwa
123	S-4	DUO Station Higashimatsudo No. II	RESIDIA Higashi-Matsudo
124	S-5	Artis Shin-Yokohama	RESIDIA Shin-Yokohama
125	S-6	Belle Scene Minamiikuta	RESIDIA Minami-Ikuta
126	S-7	PLEIADE CHOFU	RESIDIA Chofu
127	S-8	PLEIADE KUNITACHI	RESIDIA Kunitachi
128	S-9	PLEIADE KAWASAKI MOTOKI	RESIDIA Kawasaki-Motoki
129	S-10	PLEIADE KOKURYO	RESIDIA Kokuryo
130	S-12	No. 6 Zelkova Mansion	RESIDIA Kokubunji
131	S-14	Pacific Livew Yokohama Kannai	RESIDIA Yokohama-Kannai
132	S-15	FLATS Okurayama	RESIDIA Okurayama
133	S-16	Pacific Residence Musashikosugi	RESIDIA Musashikosugi
134	S-17	Pacific Residence Funabashi I and II	RESIDIA Funabashi I and II
135	S-18	Pacific Livew Hachioji	RESIDIA Hachioji
136	S-19	Pacific Residence Kichijoji	RESIDIA Kichijoji
137	R-1	Royal Nishihonmachi	RESIDIA Nishihonmachi
138	R-2	Itopia Kyotogakuseikaikan	RESIDIA Imadegawa
139	R-4	Artis Higashisakura	RESIDIA Higashi-Sakura
140	R-5	Grand Court Kameyama	RESIDIA Kameyama
141	R-8	Artis Kobe Port Island	RESIDIA Kobe Port Island
142	R-10	Grand Blue Hakata	RESIDIA Hakata
143	R-11	Pacific Livew Tenjinbashi	RESIDIA Tenjinbashi
144	R-12	Pacific Residence Sannomiyahigashi	RESIDIA Sannomiya-Higashi
145	R-14	Pacific Livew Utsubokoen	RESIDIA Utsubokoen
146	R-15	Pacific Livew Kyoto-ekimae	RESIDIA Kyoto-ekimae
147	R-16	Pacific Residence Takaoka	RESIDIA Takaoka
148	R-17	Grand Heights Hibino	RESIDIA Hibino
149	R-19	Pacific Residence Tenjinminami	RESIDIA Tenjin-Minami
150	R-20	Pacific Livew Hakataeki-Minami	RESIDIA Hakataeki-Minami
151	R-24	Pacific Residence Minami-ichijo	RESIDIA Minami-Ichijo
152	R-25	Pacific Residence Odori-Nishi	RESIDIA Odori-Nishi
153	R-26	Pacific Residence Kita-sanjo	RESIDIA Kita-Sanjo
154	R-27	Pacific Residence Shirakabehigashi	RESIDIA Shirakabe-Higashi
155	R-28	Pacific Residence Sakaihigashi	RESIDIA Sakai-Higashi
156	R-29	Pacific Residence Uzumasa	RESIDIA Uzumasa
157	R-30	Pacific Residence Izumi	RESIDIA Izumi
158	R-31	Pacific Residence Maruyama Kita-gojo	RESIDIA Maruyama Kita-Gojo
159	R-32	Pacific Residence Tokugawa	RESIDIA Tokugawa
160	R-34	Pacific Residence Odori-Koen	RESIDIA Odori-Koen

[To-be-acquired assets as of June 4, 2010]

	No.	Original Property Name	New Property Name
1	P-85	College Square Komazawa	RESIDIA Komazawa

2	C-49	City Village Suginami-Honancho	RESIDIA Suginami-Honancho
3	C-50	College Square Shin-Itabashi	RESIDIA Shin-Itabashi
4	C-51	Grand Charme Kiba	RESIDIA Kiba
5	S-24	Grand Charme Urayasu VI	RESIDIA Urayasu

(Note) ADR is scheduled to change the property names after acquisition of the to-be-acquired assets. For details on the to-be-acquired assets, please refer to the “Notice Concerning Acquisition of Investment Assets” dated today.

- * The original Japanese version of this material is released today to the Kabuto Club (the press club of the Tokyo Stock Exchange), the Ministry of Land, Infrastructure, Transport and Tourism Press Club, and the Ministry of Land, Infrastructure, Transport and Tourism Press Club for Construction Publications.
- * URL: <http://www.adr-reit.com>

[Provisional Translation Only]

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