

February 22, 2011

For Translation Purposes Only

For Immediate Release

Japan Prime Realty Investment Corporation
Hirohito Kaneko
Executive Officer
(Securities Code: 8955)

Asset Management Company:
Tokyo Realty Investment Management, Inc.
Satoshi Okubo
President and Chief Executive Officer
Inquiries: Katsuhito Ozawa
Director and Chief Financial Officer
TEL: +81-3-3516-1591

Notice Concerning Change of Property Name

Japan Prime Realty Investment Corporation (JPR) today announced its decision to change a property name as follows.

Details

1. Change of Property Name and Date of Change

(1) Change of Property Name

Current Name: Ryoshin Harajuku Building
New Name: JPR Harajuku Building

(2) Date of Change

March 1, 2011

2. Reason for the Change

The building name is being changed as part of JPR's brand strategy. Going forward, JPR plans to conduct a series of name changes.