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Notice Concerning Introduction of New Brand “Castalia”

Daiwa House Residential Investment Corporation (“DHI”) announces its decision to introduce a new brand as follows for residential properties (rental housing) in its portfolio.

1. Reinforcement of Brand Strategy

The names of residential properties (rental housing) in DHI’s portfolio are comprised of the brand name of rental condominiums of DHI’s sponsor Daiwa House Industry Co., Ltd. “Royal Parks,” the brand names of Morimoto Co., Ltd. including “IPSE,” the brand name of former New City Residence Investment Corporation “New City Residence” and the brand names of properties acquired from external sources.

While DHI has been replacing its portfolio properties in an aim to enhance portfolio quality since the merger with New City Residence Investment Corporation, a new brand “Castalia” is being introduced this time in an effort to increasingly raise the recognition of its portfolio residential properties in the rental market and thereby boost the efficiency of leasing activities as well as stabilize occupancy rates, enhance tenant satisfaction and such.

In addition, DHI today changed its corporate name from “BLife Investment Corporation” to “Daiwa House Residential Investment Corporation.”



Under the comprehensive strengths of the Daiwa House Group, the change in the investment corporation name and introduction of the new brand name will drive DHI's efforts to continue growing as an investment corporation with greater presence and increase the value of investment units.

2. Concept of the “Castalia” Series

“Castalia” is a brand name derived from the “Castalian Spring^{*}” in Greek mythology to form an image of stylish rental housing that breathes new life to the sensitive lifestyles of its residents.

DHI will proceed to change the name of its portfolio properties (excluding the “Royal Parks” series and certain other properties) in stages from December 2011.

*Those who touch or hear the sound of this Spring are believed to receive poetic talent and inspiration.

* This press release is to be distributed 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 of the DHI's website: <http://daiwahouse-resi-reit.co.jp/eng/>

[Reference]

List of Assets Under Management Subject to Change of Name (Portfolio Assets as of Today)

Property No.	Current Property Name (Note)	New Property Name
1002	IPSE Azabujuban Shichimenzaka	Castalia Azabujuban Shichimenzaka
1003	IPSE Shibakoen	Castalia Shibakoen
1004	IPSE Ginza	Castalia Ginza
1005	Next Form Nishiazabu	Castalia Hiroo
1006	IPSE Nihonbashi	Castalia Nihonbashi
1007	IPSE Tokyo East	Castalia Hacchobori
1008	IPSE Azabujuban	Castalia Azabujuban
1009	IPSE Azabujuban DUO	Castalia Azabujuban II
1010	IPSE Shinjuku Natsumezaka	Castalia Shinjuku Natsumezaka
1011	UNIROYAL Ginza	Castalia Ginza II
1012	IPSE Shibuya Tiers	Castalia Shibuya Sakuragaoka
1014	NCR Nishi Azabu Twin Tower	Castalia Nishi Azabu Twin
1015	NCR Nishi Azabu	Castalia Nishi Azabu Kasumicho
1016	NCR Ochanomizu	Castalia Ochanomizu
1017	NCR Sangubashi	Castalia Sangubashi
1018	NCR Nihonbashi East	Castalia Suitengu
1019	NCR Nihonbashi West	Castalia Suitengu II
1020	NCR Ginza Twin I	Castalia Shintomicho
1021	NCR Ginza Twin II	Castalia Shintomicho II
1022	NCR Harajuku	Castalia Harajuku
1023	NCR Yoyogi Uehara	Castalia Yoyogi Uehara
1024	NCR Sendagaya	Castalia Sendagaya
1025	NCR Shinjuku 7 chome	Castalia Shinjuku 7 chome
1026	NCR Ichigaya Sanaicho	Castalia Ichigaya Sanaicho
1027	NCR Nihonbashi Ningyocho I	Castalia Ningyocho I
1028	NCR Nihonbashi Ningyocho II	Castalia Ningyocho II
1029	NCR Shin-Ochanomizu	Castalia Shin-Ochanomizu
1030	NCR Nihonbashi Ningyocho III	Castalia Higashi Nihonbashi II
1031	NCR Jinbocho II	Castalia Jinbocho
1032	NCR Ginza East III	Castalia Shintomicho III
1033	NCR Shinjuku Gyoen I	Castalia Shinjuku Gyoen
1034	NCR Takanawadai	Castalia Takanawadai
1035	NCR Nihonbashi Ningyocho IV	Castalia Higashi Nihonbashi III
1036	NCR Shinjuku Gyoen II	Castalia Shinjuku Gyoen II
1037	NCR Ginza East IV	Castalia Shintomicho IV
1038	NCR Takanawadai II	Castalia Takanawadai II
1039	NCR Minami Azabu	Castalia Minami Azabu
1040	NCR Ginza	Castalia Ginza III
1041	NCR Nihonbashi Suitengu	Castalia Kayabacho
1042	NCR Takanawa	Castalia Takanawa
1043	NCR Higashi Nihonbashi	Castalia Higashi Nihonbashi
1045	NCR Shinjuku	Castalia Shinjuku
1046	IPSE Ichigaya	Castalia Ichigaya

Property No.	Current Property Name (Note)	New Property Name
2001	Meguro Kamurozaka Residencia	Castalia Meguro Kamurozaka
2002	IPSE Toritsudaigaku	Castalia Toritsudaigaku
2003	Comfort Time Otsuka	Castalia Otsuka II
2004	IPSE Yukigaya	Castalia Yukigaya
2005	IPSE Yutenji	Castalia Yutenji
2006	IPSE Otsuka	Castalia Otsuka
2007	IPSE Kikukawa	Castalia Kikukawa
2008	NCR Meguro	Castalia Meguro
2009	NCR Otsuka	Castalia Otsuka III
2010	NCR Jiyugaoka	Castalia Jiyugaoka
2011	NCR Mejiro East	Castalia Mejiro
2012	NCR Ikebukuro	Castalia Ikebukuro
2013	NCR Kaname-cho	Castalia Kaname-cho
2014	NCR Shinagawa Seaside Tower	Castalia Tower Shinagawa Seaside
2015	NCR Yakumo	Castalia Yakumo
2016	NCR Togoshiekimae	Castalia Togoshiekimae
2017	NCR Todoroki	Castalia Todoroki
2018	NCR Honjo Azumabashi	Castalia Honjo Azumabashi
2019	NCR Kitazawa	Castalia Kitazawa
2020	NCR Monzennakacho	Castalia Monzennakacho
2023	NCR Kamiikedai	Castalia Kamiikedai
2024	NCR Morishita	Castalia Morishita
2025	NCR Wakabayashi koen	Castalia Wakabayashi koen
2026	NCR Asakusabashi	Castalia Asakusabashi
2027	NCR Iriya	Castalia Iriya
2028	NCR Ueno Tower	Castalia Kita Ueno
2029	NCR Morishita West	Castalia Morishita II
2030	NCR Minowa	Castalia Minowa
2031	NCR Jiyugaoka West	Castalia Jiyugaoka II
2032	NCR Nakano	Castalia Nakano
2033	NCR Yoga	Castalia Yoga
2034	NCR Sumiyoshi	Castalia Sumiyoshi
2035	NCR Monzennakacho East	Castalia Monzennakacho II
2036	NCR Oshiage	Castalia Oshiage
2037	NCR Kuramae	Castalia Kuramae
2038	IPSE Nakanobu	Castalia Nakanobu
2040	IPSE Togoshi	Castalia Togoshi
2041	Belle Face Ooimachi Ark	Castalia Ooimachi
2042	My Atria Omori	Castalia Omori
2043	My Atria Mishuku	Castalia Mishuku

Property No.	Current Property Name (Note)	New Property Name
3002	IPSE Tsurumi	Castalia Tsurumi
3003	NCR Funabashi Honcho	Castalia Funabashi
3005	NCRToyoda	CastaliaToyoda
3006	NCR Nishi Funabashi	Castalia Nishi Funabashi
3007	NCR Maihama	Castalia Maihama
3008	NCR Ichikawamyoden	Castalia Ichikawamyoden
3009	NCR Kumegawa	Castalia Kumegawa
3010	NCR Urayasu	Castalia Urayasu
3011	NCR Minamigyotoku I	Castalia Minamigyotoku
3012	NCR Minamigyotoku II	Castalia Minamigyotoku II
3013	NCR NogeYama	Castalia NogeYama
3014	NCR Minamirinkan	Castalia Minamirinkan
3017	Park Terrace Ichikawa	Castalia Ichikawa
4001	Fourteen Hills East Tower	Castalia Sinsakai
4010	NCR Honmachi East	Castalia Sakaisuji Honmachi
4011	NCR Shin-Umeda	Castalia Shin-Umeda
4012	NCR Abeno	Castalia Abeno
4014	NCR Sakae	Castalia Sakae
4015	NCR Nipponbashi Kouzu	Castalia Nipponbashi Kouzu
4016	NCR Maruyama Urasando	Castalia Maruyama Urasando
4017	NCR Maruyama Omotesando	Castalia Maruyama Omotesando
4018	NCR Hakataekihigashi	Castalia Higashihie
4019	NCR Shinsaibashi East Tower	Castalia Tower Nagahoribashi
4020	NCR Sannomiya	Castalia Sannomiya
4021	NCR Kotodaikoen	Castalia Kotodaikoen
4022	NCR Ichibancho	Castalia Ichibancho
4023	NCR Omachi	Castalia Omachi
4024	NCR Uemachidai	Castalia Uemachidai
4025	NCR Higobashi Tower	Castalia Tower Higobashi
4027	Lexington Square Fushimi	Castalia Fushimi
4028	Belle Face Nagoyaekimae	Castalia Meieki Minami
4029	Besta Yakuin	Castalia Yakuin

(Note) “NCR” under “Current Property Name” stands for New City Residence.