

For Immediate Release

Company Name: Shinsei Bank, Limited
Name of Representative: Shigeki Toma
President and CEO
(Code: 8303, TSE First Section)

Company Name: APLUS FINANCIAL Co., Ltd.
Name of Representative: Satoshi Noguchi
President and CEO
(Code: 8589, OSE First Section)

Shinsei Bank & APLUS FINANCIAL to Add Gold Card to *Shinsei Visa Card* Line-up
Shinsei Bank PowerSmart Home Mortgage Preferential Interest Rate Campaign Also to Launch

Tokyo (Friday, July 29, 2011) --- Shinsei Bank, Limited ("Shinsei Bank"), and APLUS FINANCIAL Co., Ltd. ("APLUS FINANCIAL") today announced plans to renew *Shinsei Visa Card* and introduce *Shinsei Gold Card Visa/JCB*, a new Visa/JCB-affiliated gold card. The new card will be issued by APLUS Co., Ltd., (Head Office: Osaka City, Osaka Prefecture; Representative Director & President: Satoshi Noguchi), a subsidiary of APLUS FINANCIAL. Shinsei Bank will begin offering the card to customers from Thursday, September 1, 2011. In addition, customers who apply and are issued with this new card will be eligible to enjoy preferential interest rates on Shinsei Bank's *PowerSmart* home mortgages as part of a campaign set to run until Wednesday, February 29, 2012.

Since March 2007, the *Shinsei Visa Card* has been available in two varieties: the *Power Standard* with no annual fee, and the *Power Prestige* with an annual fee of 3,000 yen (inclusive of consumption tax). Now, Shinsei Bank and APLUS FINANCIAL have teamed up to add the *Shinsei Gold Card Visa/JCB* (5,250 yen annual fee, inclusive of consumption tax) as a premium card one rank above the current *Power Prestige*. In addition to cashback of up to 1.0% on annual purchases as currently offered by *Power Prestige*, the new card will also allow holders to enjoy a range of high quality services including a free-of-charge airport baggage delivery service for international flights, access to lounge facilities in major domestic airports, access to a dedicated concierge service, and up to 50 million yen in travel accident insurance (domestic/international). Following the introduction of the *Shinsei Gold Card Visa/JCB*, new applications for the *Power Prestige* card will no longer be accepted. However, current *Power Prestige* card holders will continue to be able to use and renew their cards.

As of Thursday, September 1, 2011, the existing *Power Standard* card will also be replaced with the new *Shinsei Card Visa* (630 yen annual fee, inclusive of consumption tax). The *Shinsei Card Visa* will offer holders services including a flat rate of 0.5% cashback on annual purchases, together with an electronic money facility, and preferential point award rate for purchases made at the "APLUS Point Plus Mall" (services are subject to change). Following the introduction of the *Shinsei Card Visa*, new applications for the *Power Standard* card will no longer be accepted and renewals of current *Power Standard* cards will end as of December 2011.

Going forward, Shinsei Bank will continue working together with its consumer finance group companies to offer customers high value-added products and services that meet their financial needs.

Shinsei Bank is a leading diversified Japanese financial institution providing a full range of financial products and services to both institutional and individual customers. The Bank has total assets of 9.4 trillion yen (US\$117.7 billion) on a consolidated basis (as of June 2011) and a network of outlets throughout Japan. Shinsei Bank demands uncompromising levels of integrity and transparency in all its activities to earn the trust of customers, staff and shareholders. The Bank is committed to delivering long-term profit growth and increasing value for all its stakeholders.

News and other information about Shinsei Bank is available at <http://www.shinseibank.com/english/index.html>

(Attachment)

■ Overview of *Shinsei Gold Card Visa/JCB*

Card Name	"Shinsei Gold Card Visa," "Shinsei Gold Card JCB"
Annual Fee	5,250 yen (inclusive of consumption tax)
Type	VISA, JCB
Main Services and Benefits	
(1) Points	0.5%–1.0% of annual purchase amounts (1.0% for customers who make credit card purchases above 500,000 yen per year)
(2) Airport Lounges	Major domestic airports, Honolulu Airport, Incheon Airport
(3) Insurance	Travel accident insurance (coverage of up to 50 million yen) Purchase insurance (coverage of up to 3 million yen)
(4) Dedicated concierge	Access to dedicated Gold Desk
(5) Point Mall	Preferential point award rate for purchases at the APLUS Point Plus Mall

■ Exclusively for *Shinsei Gold Card Visa/JCB* card holders

Overview of Shinsei Bank *PowerSmart* Home Mortgage 0.1% Annual Interest Rate Reduction Campaign

Home Mortgage Application Period	Thursday, September 1, 2011 – Wednesday, February 29, 2012
Home Mortgage Disbursement Period	Thursday, September 1, 2011 – Friday, September 28, 2012
Eligibility	Customers who fulfill all of the following requirements: (1) Customers must be holders of a <i>Shinsei Gold Card Visa</i> or <i>Shinsei Gold Card JCB</i> at the time of applying for a Shinsei Bank <i>PowerSmart</i> Home Mortgage (2) Customers must apply for a Shinsei Bank <i>PowerSmart</i> Home Mortgage during the "Home Mortgage Application Period" (Note) Customers must enter a designated four digit code in the Housing Loan Alliance Code section of the Shinsei Bank <i>PowerSmart</i> Home Mortgage application form (3) Customers must have their <i>PowerSmart</i> Home Mortgage disbursed during the "Home Mortgage Disbursement Period"
Details	An annual reduction of 0.1% on the Shinsei Bank <i>PowerSmart</i> Home Mortgage initial interest rate (Note) This offer excludes "Long-term Fixed Interest Rate" <i>PowerSmart</i> Home Mortgages, and the "special contract period" of the "10-year Convertible Floating Rate" <i>PowerSmart</i> Home Mortgage

■ Image of *Shinsei Gold Card Visa/JCB*

