

For Immediate Release

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(Code: 8303, TSE First Section)

***Shinsei Bank Card Loan - Lake to Launch on October 1, 2011***  
*Full-scale launch of bank-based unsecured personal card loan service*

Tokyo (Thursday, September 29, 2011) --- Shinsei Bank, Limited, ("Shinsei Bank"; "the Bank") announced today that it will begin offering its new unsecured personal card loan service, *Shinsei Bank Card Loan – Lake*, from Saturday, October 1, 2011. As previously announced on June 22, 2011<sup>1</sup>, this marks the full-scale launch of a new bank-based personal loan service, under the *Shinsei Bank Card Loan – Lake* brand, following regulatory approval for the transfer to the Bank of a portion of the unsecured personal loan business operated by its consolidated subsidiary Shinsei Financial Co., Ltd. ("Shinsei Financial"). As such, Shinsei will become the first bank in Japan to offer full-scale unsecured card loan services for individual customers through a large-scale unmanned branch network.

Upon the start of the *Shinsei Bank Card Loan – Lake* business, the Bank will establish a new, dedicated Lake Business Division within its Consumer Finance Sub-Group, effective October 1, 2011. The new division will comprise four departments: the Application Service Center, the Customer Service Center, the Osaka Administration Management Center and the Customer Relationship Department. Utilizing the expertise amassed in Shinsei Financial, the Bank will build the internal infrastructure necessary to undertake the marketing, customer service, risk management, credit assessment, loan servicing and other operations associated with this business.

In addition to the 30 days interest free credit on total borrowing starting from the day after conclusion of a first contract, which Shinsei Financial has offered under the Lake brand to date, from October 1, 2011, the Bank will launch a campaign, set to run until March 31, 2012, offering 180 days interest free credit starting from the day after conclusion of a first contract for up to 50,000 yen of borrowing<sup>2</sup>. (Please see the attached "Product Specifications for *Shinsei Bank Card Loan – Lake*" for more details).

Initially, the Bank will target the young adult segment that constituted Shinsei Financial's core customer base. In addition, going forward, the Bank will market the *Shinsei Bank Card Loan – Lake* as a quick and highly convenient card loan product firstly to the young adult segment of its *PowerFlex* bank account holders, as well as to new customers who have no previous relationship with Shinsei Financial, aiming to expand new customer acquisition.

By continuing the highly convenient and quick service provided until now by Shinsei Financial - including immediate loan disbursement, a no-branch-visit application process, fee-free usage of partner ATMs and a network of approximately 800 proprietary unstaffed branches throughout Japan – and combining this with the peace-of-mind and trustworthiness of Bank service, Shinsei Bank aims to serve a greater number of customers with the *Shinsei Bank Card Loan – Lake*. Through this initiative, the Bank is bringing together the brand equity, marketing expertise and credit assessment capabilities it has honed within the Shinsei Bank Group, to offer small-lot personal finance more smoothly and flexibly to individual customers whom it was unable to serve adequately at the Bank level in the past, and to contribute to the development of a sound and healthy market as the leading bank in this sector. On the other hand, going forward, Shinsei Financial will aim to continue generating stable earnings and pursue further growth by continuing to serve existing customers and through expansion of its credit guarantee business for the *Shinsei Bank Card Loan – Lake* service and for other financial institutions.

<sup>1</sup> Please refer to the media release of June 22, 2011, entitled "Shinsei Bank to Begin Card Loan Service under the Lake Brand"

<sup>2</sup> Only available on contracts for loans of 200,000 yen or more. The "180 days interest free credit on borrowing up to 50,000 yen" campaign cannot be used in conjunction with the "30 days interest free credit" service. Please refer to the website and other channels for more details.

### Product Specifications for *Shinsei Bank Card Loan – Lake*

	Details
Product Name	Shinsei Bank Card Loan - Lake
Application Process	Website ( <a href="http://lake.jp/">http://lake.jp/</a> ) (Japanese only) (including mobile telephone), telephone, automated contract machines (ACM) located in unstaffed branches, post Free dial: 0120-09-09-24 (24 hours/day, 365 days/year) *Loan applications are not accepted at counters in Shinsei Bank's retail banking outlets
Eligibility	<ul style="list-style-type: none"> <li>Residents of Japan aged from 20 – 65 years of age (loans are renewable until 70 years of age)</li> <li>Able to receive a guarantee from Shinsei Financial Co., Ltd.</li> <li>Non-Japanese must possess permanent resident status in Japan</li> </ul>
Use of Funds	No restrictions in principle (excluding for commercial purposes)
Lending Amount	Maximum of 3 million yen (in units of 10,000 yen)
Interest Rate (annual)	9.0~18.0% p.a.
Interest Calculation Methodology	Calculated in units of 1 yen based on the day-end outstanding balance every day, on a pro-rata basis based on a year of 365 days
Borrowing Channels	<ol style="list-style-type: none"> <li>1) <i>Shinsei Bank Card Loan – Lake</i> ATMs, Shinsei Bank ATMs, planned partners ATMs / cash dispensers</li> <li>2) Telephone (audio response system) application for funds transfer into designated account</li> <li>3) Internet application for funds transfer into designated account</li> </ol> *ATMs are free-of-charge
Repayment	Balance slide revolving method, principal and interest equal repayment
Repayment Channels	<ol style="list-style-type: none"> <li>1) <i>Shinsei Bank Card Loan – Lake</i> ATMs, Shinsei Bank ATMs, planned partner ATMs / cash dispensers</li> <li>2) Direct debit from specified bank account (including from banks other than Shinsei Bank)</li> <li>3) Funds transfer to a designated Shinsei Bank account</li> <li>4) Convenience store (for late repayments only)</li> </ol> *ATMs are free-of-charge
Repayment Amount	Based on outstanding balance at time of latest disbursement (or repayment)
Repayment Dates	<ol style="list-style-type: none"> <li>1) A date determined by the customer</li> <li>2) Shinsei Bank will decide the date for repayments made by bank transfer</li> </ol>
Collateral / Guarantor	Not required (customers are required to receive a guarantee from Shinsei Financial Co., Ltd.)

### *Shinsei Bank Card Loan – Lake* Logo



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*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>