

5/22/2000

## **Change of Bank Name and Corporate Identity Mark**

We are happy to report that effective June 5, 2000, The Long-Term Credit Bank of Japan, Limited will change its name to Shinsei Bank, Limited. At the same time, Corporate Identity Mark will be changed to the new one.

As previously announced, the Financial Reconstruction Commission decided to terminate the temporary nationalization of our bank in March this year, when the bank resumed operations as a private institution.

The new name which means "new birth" in Japanese directly represents our determination to create a banking institution that is unprecedented in Japan. We will start operations as Shinsei Bank, Limited, under a new corporate logo.

### **[ The New Name of the Bank ]**

The new name of the bank signifies our intention to revive ourselves with a new life in every respect through attitude, way of thinking, and behavior. It also expresses our resolution to develop a new and closer relationship with our customers through new and unique products and services. We endeavor at forever becoming a new bank regardless of what era we are in.

### **[ The New CI Mark ]**

Shape of the earth and letter "S" are the motifs of this design. It inspires dynamic and global development of the new bank. The "S" which also represents the way the bank walks together with its customers, opening up fields of new services and new banking techniques. The gradation of blue symbolizes co-existence and co-prosperity of earth, community and people. At the same time the gradation represents the transparent, sound banking practices that Shinsei Bank, Ltd. strives for.

As its goal, Shinsei Bank will place top priority on maximizing the satisfaction of all customers and contributing to their prosperity by offering valuable financial services based on relationships we have historically developed with them. Besides an array of traditional financial products and services, the bank will offer many new ones to accommodate customer needs with expertise developed in the United States and Europe.

The names of debentures we issue, Waricho, Riccho, and Riccho Wide, remain unchanged and we will continue to issue them with the same names.

We appreciate your continuous support.