

Shinsei Bank, Limited
Yahoo Japan Corporation

“Yahoo! Cafe Hibiya” will open in the Shinsei Bank head office building

Tokyo (Friday, December 7, 2001) --- Yahoo Japan Corporation (“Yahoo! Japan”, Masahiro Inoue, President and CEO) will open the Internet cafe, “Yahoo! Cafe Hibiya”, on Monday, December 10, 2001, in the head office building of Shinsei Bank, Ltd. (“Shinsei Bank”, Masamoto Yashiro, President and CEO).

Yahoo Japan operates the Internet portal site, “Yahoo! Japan”, which has the largest number of access in Japan. It also operates the Internet cafe named “Yahoo! Cafe” in which customers can experience the free of charge broadband network access. The first cafe, “Yahoo! Cafe Omotesando”, opened in March 2001, and “Yahoo! Cafe Hibiya” will become the third cafe following “Yahoo! Cafe Akihabara” opened in November.

“Yahoo! Cafe Hibiya” in the lobby of the first floor of Shinsei Bank head office building (cafe area: 390 square meters) offers free use of 20 of the state-of-the-art PCs to members. First time customer can apply to the membership on site, free of charge. Identification such as a driver’s license or school ID is required. Cafe staffs will be there to assist the Internet beginners. The membership is effective in all three cafes. A member can obtain a point per visit (1 point per 1 day) and can get Yahoo! Japan original goods for 20 points. Three hundred first comers can get Shinsei Bank original goods as the opening campaign presents.

Shinsei Bank reorganized its retail banking business in June 2001 and has provided the comprehensive banking account service, “PowerFlex”, in which a customer can use banking service in 24-hour 365-day basis via the Internet, a call center and ATMs. Also, Shinsei Bank has started converting its retail branches to “Shinsei Financial Center” with unique design and new style. Additionally, the bank provides the advanced services such as extended business hours to 19:00 and free of charge remittance via the Internet. “Yahoo! Cafe Hibiya” is the first Internet cafe in a financial institution.

“Yahoo! Cafe Hibiya” plans the Christmas concert, “Power Concert”, from 17:30 to 18:30 on both December 19 and 20, 2001, and wine will be served for free.

【Yahoo! Cafe Hibiya】

Opening Date: Monday, December 10, 2001
Business Hours: Weekdays 9:00 – 19:00
Closed on: Saturday, Sunday, and national holidays
Address: First floor, Shinsei Bank, 1-8, Uchisaiwaicho 2-Chome, Chiyoda-ku, Tokyo
Access: Next to the Hibiya City · Press Center building, 1 minute of walking from the Kasumigaseki Station (Subway, Chiyoda Line)

【Power Concert Program】

17:30 – 18:30, Wednesday, December 19, 2001 Hand bell concert
17:30 – 18:30, Thursday, December 20, 2001 Christmas Carol on Pops

【Yahoo! JAPAN】 www.yahoo.co.jp

The Internet portal site “Yahoo! Japan” run by Yahoo Japan has provide 49 services including the directory, contents, community, commerce, and mobile services, and has earned a large number of access such as about 22.4 million of users in a month and 265 million of page views in a day*. The Yahoo! global web network has been expanded into 24 countries and regions in the world.

* Calculated with the assumption that there are about 25.5 million of Internet users in Japan. This assumption is based on 87.8% of audience rate (NAR: ratio of visitors who visit the site once more in four weeks) figured by the Internet audience rating report by Japan Research Center. (JAR Report vol. 36: research period Oct. 8, 2001 – Nov. 4, 2001).

【Shinsei Bank】 www.shinseibank.co.jp

Shinsei Bank recommenced its operations under a new management group in March 2000 and changed its name from The Long-Term Credit Bank of Japan, Limited, to Shinsei Bank, Limited, on June 5, 2000. Investors in Shinsei Bank include the major investors in Europe and US. In addition to the existing banking businesses, Shinsei Bank has expanded its business area to the retail banking and investment banking businesses and has aimed to become a sound and highly profitable bank. Since June 2001, the new retail banking service has operated and the comprehensive banking account service, “PowerFlex”, has been provided. In this new account service, a customer can manage several transactions such as yen deposit, foreign exchange, debenture, and investment trust with a single account in 24-hour 365-day basis via telephone or the Internet. Additionally ATM service is available in 24-hour 365-day basis with free of charge. (Capital: 451 billion yen, Employees: 2,123, Total Assets: 9,053 billion yen, as of September 2001)

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