

June 5, 2002

Shinsei Bank, Limited

Hiroo Shinsei Financial Center Opens

The newest Shinsei Bank branch will open in Hiroo on July 22, 2002. Last December, two new branches opened in Roppongi and Meguro; this marks the opening of the third new branch.

The Hiroo branch will, like the other branches, be a Shinsei Financial Center. Like a financial 'showroom', customers will be able to gather product information freely and consult with Shinsei's financial professionals in a relaxed atmosphere. The Hiroo area is home to a highly concentrated financially-knowledgeable population. The new SFC is located on the 2nd Floor of Hiroo Plaza, and responds to area customers' needs by offering personalized financial consultations on investment products.

Shinsei Bank launched its Retail Bank June 5, 2001 with the universal PowerFlex Account. With 3 types of 24 hour, 365 day a year service – ATM, telephone, and Internet, free ATM withdrawals, and attractive interest rates, Shinsei Bank introduced many services never before offered by Japanese banks. Customer response has been tremendous – in one year, over 150,000 new accounts have been opened, with total assets under management topping ¥680 billion.

In addition to offering products and services responding to customer needs, Shinsei Bank will continue to try to improve upon its service channels.

Hiroo Branch Office Data:

Address: Hiroo 5-6-6 (Hiroo Plaza) 2nd Floor
Shibuya-ku, Tokyo

Opening Date: Monday, July 22, 2002
9:00 am

Business Hours: 9:00 am – 7:00 pm (excluding Saturdays, Sundays, bank holidays, and December 31 – January 3)