

For Immediate Release

Shinsei Bank, Limited
 (Code: 8303 TSE First Section)

“Color your life” With 32 New Color Cash Cards

Tokyo (Monday, June 6, 2005) – Shinsei Bank, Limited (“Shinsei Bank”) today announced the launch of 32 brand new color cash cards for PowerFlex account customers. This is the first time customers have been given the choice of 32 color cash cards.

Each of the 32 simple designs has been named according to the image portrayed, with examples such as “Big Sky”, “Sunflower”, “Baby Face” and “Grasshopper”. Customers can choose a color from the 32 colors available to complement their style when they open a PowerFlex account. As with the original Shinsei cash cards, customers can use their newly designed cards to make free transactions at 60,000 ATMs nationwide, including 24/7 Shinsei ATMs, IY Bank ATMs located inside 24/7 Seven-Eleven convenience stores, Japan Post and all major Japanese Banks.

The 32 colorful new designs are part of the Bank’s mission to bring the reality of a lifestyle abundant with color to our customers, through the branding concept “Color your life”. Shinsei Bank continues to strive to develop products and services which offer value and convenience to our customers with the aim of being the bank of choice.

Examples of 32 Color Cash Cards



Shinsei Bank is a Japanese banking institution founded on global standards of governance and management. With over \$59 billion in assets and 29 branches throughout Japan (non-consolidated, as of March 2005), Shinsei provides a broad range of value-added financial solutions to institutional and individual customers under the banner of “Better Banking.” Our PowerFlex account, free ATM network and internet banking service along with our customer friendly financial centers have redefined the Japanese retail banking experience. Shinsei is committed to long-term growth and profitability by expanding its customer-focused business model.

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