

For Immediate Release


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

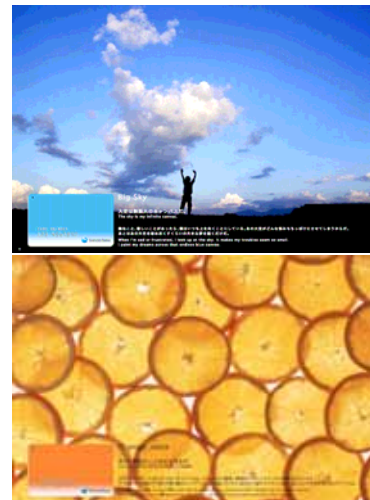
Shinsei Bank Cash Card Received Good Design Award 2005 **The first financial institution to receive Award in Communication Design Category**

Tokyo (Thursday, October 20, 2005) - Shinsei Bank, Limited ("Shinsei Bank") announced that their cash card received Good Design Award 2005 in Communication Design Category on October 3. This is the first time for a financial institution to receive a Communication Design Category Award since the category started in 2001.

At Shinsei Bank, customers can choose a cash card from 32 colors to suit their preferences. It was evaluated highly as an innovative communication tool that unites the customer to the Bank and directly conveys the branding concept "Color your life" which is the Bank's mission to bring the reality of a lifestyle abundant with color to the customers.

Shinsei Bank continues to strive to develop products and services which offer value and convenience to our customers with the aim of enriching their life and of adding color to their lifestyles.

 **Good Design** Award 2005
"Cash card that you can choose from 32 colors"



Overview of Good Design Award



"Good Design Award (G-Mark System)" is Japan's only comprehensive design evaluation and commendation system which is based on "Good Design Selection System" established by the Ministry of International Trade and Industry in 1957. In 1998, it was privatized in the context of administrative reform and became a major project for the Japan Industrial Design Promotion Organization (JIDPO) in 1998.

Today, Good Design Award is developed into 4 categories; "Communication Design Category," "Product Design Category" for industrial products and software design, "Architecture and Environment Design Category" for architecture and environment space design, and "New Territory Design Category" for project, in general or contribute to develop regional culture, focused on design.

Shinsei Bank is a Japanese banking institution founded on global standards of governance and management. With over \$56 billion in assets and 29 branches throughout Japan (non-consolidated, as of June 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>.