



FOR IMMEDIATE RELEASE

Rakuten, Inc.
(Code: 4755, JASDAQ)
Shinsei Bank, Limited
(Code: 8303, TSE First Section)

Rakuten and Shinsei Bank to Establish Joint Venture for Mortgage Loans

Tokyo (Thursday, January 19, 2006) - Rakuten, Inc. ("Rakuten") and Shinsei Bank, Limited ("Shinsei Bank") today announced that they have reached an agreement to establish Rakuten Mortgage Co., Ltd. (tentative name, "Rakuten Mortgage"), a financial company specializing in mortgage loans provided over the internet.

Rakuten is aiming to enhance its product lineup through the introduction of a new product from the financial field, an area highly compatible with the internet, as a means to improve convenience and expand services. Shinsei Bank has decided to establish Rakuten Mortgage, an equally financed joint venture, as an avenue to expand its housing loan securitization business. Initially the new company will ally with the Government Housing Loan Corporation ("GHLC") and market as its mainstay product, the Flat 35, a long-term fixed rate mortgage. The venture aims to provide housing loans at the lowest interest rate levels in the industry by applying the customer base and internet business know-how of Rakuten with the skills in securitizing housing loans and strong ability to distribute securitization products of the Shinsei Bank Group.

Outline of Rakuten Mortgage

Name	Rakuten Mortgage Co., Ltd. (tentative name)
Establishment	Mid-February 2006
Capital (including capital reserve)	1 billion yen
Capital contribution ratio	Rakuten 50%, Shinsei Bank 50%
Launch of business operation	October 1, 2006 (tentative)
Board of Directors	Three shall be nominated by Rakuten and two shall be nominated by Shinsei Bank

About Rakuten

Name	Rakuten, Inc.
Representative Officer	Hiroshi Mikitani
Address	10-1, Roppongi 6-chome, Minato-ku, Tokyo
Established	February 1997
Capital	54.122 billion yen (consolidated, as of September 30, 2005)
Number of employees	3,495 (consolidated, as of September 30, 2005)
Business	Internet services

About Shinsei Bank

Name	Shinsei Bank, Limited
Representative Statutory Executive Officer	Thierry Porté
Address	1-8, Uchisaiwaicho 2-chome, Chiyoda-ku, Tokyo
Established	December 1952
Capital	451.2 billion yen (as of September 30, 2005)
Number of employees	2,052 (as of September 30, 2005)
Business	Banking