

For Immediate Release

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

Bobby Valentine to Promote Shinsei Bank

Tokyo (Thursday, May 11, 2006) – Shinsei Bank, Limited (“Shinsei Bank”) announced today that Mr. Bobby Valentine, the current Manager of the Chiba Lotte Marines baseball team, has been appointed as the Bank’s retail advertisement celebrity and that he will appear in branding and product advertisements.

Advertisements are scheduled on the wall of Omotesando Hills (starting May 12), in newspapers (May 15), and on TV (late May). Mr. Valentine will convey our “Color your life” brand concept.

Last year, Mr. Valentine led the Chiba Lotte Marines to the league title both in the Japan Series and Asia Series. He shares his enjoyment and happiness with baseball fans and teammates. To enhance interactions between baseball fans and players, he has created a “fan zone” in the stadium where the fans can receive autographs from the players and he has also established his own Website blog. Mr. Valentine, who will turn 56 on May 13, has been providing pleasure to people and leading a fulfilling life derived from the happiness of these people.

Mr. Valentine’s attitude towards fans is akin to Shinsei Bank’s spirit of sharing with our customers not only knowledge about managing their assets but also the pleasures of life that can be derived from our financial products and consultancy services.

Through Mr. Valentine’s advertisements, Shinsei Bank hopes that our customers will feel closer to our financial products and services via our branches (Shinsei Financial Centers, Shinsei *BankSpot*, Shinsei Platinum Centers), Internet banking services (Shinsei *PowerDirect*), and call centers (Shinsei *PowerCall*).

Mr. Bobby Valentine

(Please see Attachment for details.)

Shinsei Bank is a Japanese financial institution providing a full range of financial products and services to both institutional and retail customers based on a three pillar business model comprising Institutional Banking, Consumer and Commercial Finance and Retail Banking. The Bank has total assets of US\$ 79 billion on a consolidated basis and a network of 29 Shinsei Bank branches in Japan (as of December 2005). Shinsei Bank demands uncompromising levels of integrity and transparency in all its activities to earn the trust of customers, staff and shareholders. The Bank is committed to delivering long-term profit growth and increasing value for all its stakeholders.

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



Schedule of main advertisement activities

- Newspaper advertisements: From May 15
- Advertisements on trains: From May 16 to 31
- TV commercial: From late May (Tentative)

Profile

Name: Robert John Valentine **(Nickname:** Bobby)

Date of birth: May 13, 1950

Vitals: 5'8", 185 lbs. Right-handed pitcher and batter

Nationality: American

Education: University of Southern California

Career highlights: Los Angeles Dodgers, California Angels, San Diego Padres, NY Mets,
Chiba Lotte Marines (current)

Hobbies: Skiing, reading, exercising/training

Best thing since coming to the Marines: Meeting the great fans!

Special Skills: Working with others and overcoming challenges.

How I relax: Visiting *onsen* (hot springs) and playing casual games

Blog: www.bobbysway.jp