

For Immediate Release

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

## **Shinsei Bank to Start the Alliance Service for “Shinsei VISA Card” The Credit Card with 32-color Choices - Tie-up with APLUS, a unit of Shinsei Bank Group -**

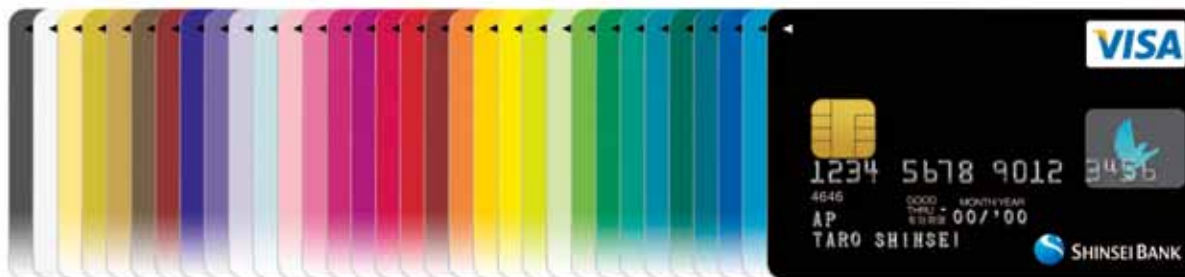
Tokyo (Friday, March 23, 2007) – Shinsei Bank, Limited (“Shinsei Bank”) today announced that effective Monday, March 26, 2007, it will start the alliance service for the “Shinsei VISA Card”, the credit card with 32-color choices, through its website (<http://www.shinseibank.com>)<sup>1</sup> in association with APLUS Co., Ltd (“APLUS”) (Head office: Osaka-city, Osaka Prefecture; President and CEO: Clark Graninger). The Bank will hold the “Shinsei VISA Card” campaign from Monday, March 26 to Saturday, April 28, 2007.

The “Shinsei VISA Card” will be offered in two product types; “Power Standard” with no annual membership fee and “Power Prestige” with an annual membership fee of 3,000 yen including tax. Customers will also be able to choose the color card of their choice from a total of 32 colors, which is the same as Shinsei Bank’s color cash card.

Customers who utilize the “Shinsei VISA Card” at any participating VISA merchants worldwide or APLUS merchants for a total of 100,000 yen or more will receive a cash back depending on the amount they spend. The cash back rate is up to 1.0% for “Power Prestige” and up to 0.5% for “Power Standard”.

“Shinsei VISA Card”, the color card with 32-color choices, was created under Shinsei Bank’s brand concept of “Color your life”, which aims to bring into reality an abundant lifestyle full of color to our customers. Shinsei Bank continues to strive to develop products and services which offer value and convenience to our customers.

Image of “Shinsei VISA Card”



## Details of the “Shinsei VISA Card” Campaign

Period	From Monday, March 26, 2007 to Saturday, April 28, 2007
Qualification	Customer who completes the application for the “Shinsei VISA Card” through Shinsei Bank’s website by Saturday, April 28, 2007 and is a “Shinsei VISA Card” member at Thursday, May 31, 2007.
Campaign	Power Standard: “Power Standard” members have a chance to be one of 1,000 customers to receive 500 yen. (500 yen will be credited to Shinsei’s <i>PowerFlex</i> account around July, 2007. Power Prestige: The first year annual membership fee (3,000 yen) for “Power Prestige” is free.

Please refer to the attachment for further information.

1. Customers will be able to apply for “Shinsei VISA Card” at Shinsei branches starting mid-April, 2007.

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*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\$ 92 billion on a consolidated basis and a network of 29 Shinsei Bank branches in Japan (as of December 2006). 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 is available at <http://www.shinseibank.com/english/index.html>.

■ Product outline of the "Shinsei VISA Card"

Product and Services		"Power Standard"			"Power Prestige"		
Name		Shinsei VISA Card					
Card type		"Power Standard" or "Power Prestige"					
Card Design		Option of 32 color cards					
International brand		VISA International					
Family member card		Up to three family members					
Term of validity		4 years					
Card specification		Magnetic stripe and IC					
ETC card		Shinsei APLUS ETC Card (Free membership fee / Additional application required.)					
Annual membership fee		0 yen			3,000 yen (including tax)		
Card shopping	APLUS merchants (Domestic)	One-time payment (free of charge)					
	VISA merchants (Worldwide)	Two-time payment (free of charge)					
		Lump-sum payment with bonus (free of charge)					
		Installment payment at 3, 6, 10, 15, or 20 times (fees for installment payments will be from 10.76% p.a. to 13.25% p.a.)					
		Revolving payment	15.0% p.a.		Revolving payment	12.0% p.a.	
Cash advance	APLUS' partner ATM	APLUS partner's financial institutions, etc. (About 140,000 ATMs nationwide)					
	VISA/Plus-Net	About 1,100,000 units in 172 countries overseas					
	Interest rate	18.0% p.a.			12.0% p.a.		
Travel and life services	Domestic travel accident insurance	Accidental death and physical impediment	Up to 10 million yen		Accidental death and physical impediment	Up to 30 million yen	
		Applied only when the travel costs is paid via the "Shinsei VISA Card"		Hospitalization insurance amount		5,000 yen per day	
				Regular doctor visit insurance amount		2,000 yen per day	
	Overseas travel accident insurance	Accidental death and physical impediment	Up to 10 million yen		Accidental death and physical impediment	Up to 30 million yen	
		Injury	Up to 2 million yen		Injury	Up to 3 million yen	
		Illness	Up to 2 million yen		Illness	Up to 3 million yen	
		Personal items protection (per travel)	Up to 200,000 yen <sup>1</sup>		Personal items protection (per travel)	up to 500,000 yen <sup>1</sup>	
		Self indemnity (per accident)	20 million yen		Self indemnity (per accident)	20 million yen	
	Rescue fees	2 million yen		Rescue fees	2 million yen		
	Shinsei VISA Medical Desk					Emergency medical care or Consulting with a medical specialist	
Individual self indemnity insurance	Self indemnity (per accident)					300,000 yen <sup>2</sup>	
Cash back service <sup>3</sup>	Amount spent	Monthly point <sup>4</sup>	Special additional point <sup>5</sup>	Total point	Monthly point <sup>4</sup>	Special additional point <sup>5</sup>	Total point
	Less than 250,000 yen	0.25% (1 point for 2,000 yen)	—	<b>0.25%</b>	0.5% (1 point for 1,000 yen)	—	<b>0.5%</b>
	Not less than 250,000 yen and less than 500,000 yen		0.125%	<b>0.375%</b>		0.25%	<b>0.75%</b>
	500,000 yen or more		0.25%	<b>0.5%</b>		0.5%	<b>1.0%</b>

- Up to 1 million yen during policy term. Co-payment of 3,000 yen per accident
- Co-payment of 50,000 yen per accident.
- Cash back eligible from total purchase of 100,000 yen or more. Cash back point to be carried forward to the end of the following fiscal year  
Application necessary from the customer for cash back.  
Cash back amount will be offset with credit card bill, and the residual amount will be credited to Shinsei's *PowerFlex* account.
- Added automatically according to the amount spent in a month. 1point is redeemable for 5 yen at the timing for cash back
- Added once in the end of a fiscal year depending on the total amount spent during the fiscal year. 1 point is redeemable for 5 yen at the timing of cash back