

For Immediate Release

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

### **Shinsei Bank to Start “Thank You Campaign for Topping 2 Million Accounts”**

~Gift coupon worth 10,000 yen will be presented by lottery to 200 people~

Tokyo (Monday, May 14, 2007) – Shinsei Bank, Limited (“Shinsei Bank”) today announced that it runs a “Thank you Campaign for Topping 2 Million Accounts” from Monday, May 14, 2007 to celebrate the number of Shinsei’s individual customer’s account at the end of April 2007 exceeded 2 million. Gift coupon worth 10,000 yen will be presented by lottery to 200 people for those applying for this campaign via Shinsei Bank’s website and making a correct answer to the quiz.

Shinsei Bank has launched Shinsei *PowerFlex* account in June 2001, and since then, we have been offering various convenient services, such as 24 hours a day, 365 days a year free-of-charge ATM withdrawal<sup>1</sup>, free-of-charge online domestic fund transfer<sup>2</sup>, and financial consulting services to support customers’ asset management.

Shinsei Bank is aiming to bring the reality of a lifestyle abundant with color to our customers, through the branding concept “Color your life” and will continue to strive at developing products and services which offer value and convenience to our customers.

#### **【Outline of “Thank you Campaign for Topping 2 Million Accounts”】**

**Period:** From 9 a.m. Monday, May 14, 2007 to 9 p.m. Tuesday, July 31, 2007

**Eligible customers:** Customers who meet all the following conditions.

1. Holder of a *PowerFlex* account as of July 31, 2007
2. Yen savings account balance of 100,000 yen and above in *PowerFlex* as of midnight, Tuesday, July 31, 2007 (excluding foreign currency deposit, yen time deposit, investment trust and annuity, etc.)

**Contents :** For those who applied for this campaign through Shinsei Bank’s website (<http://www.shinseibank.com>) during the campaign period, with a completed entry form and a correct answer to the quiz, 200 people will be selected by lottery for a gift coupon worth 10,000 yen.

\* Valid for one entry per person.

\* Gift coupon will be delivered to winners for the campaign without announcement.

1. Free cash withdrawals are available at the ATMs of Shinsei Bank and Seven Bank 24 hours a day, 365 days a year. Fees will be reimbursed for withdrawals from the ATMs of Japan Post, all major Japanese banks, 4 trust banks, Aozora Bank, and Shoko Chukin Bank.
2. Up to 5 free online domestic fund transfers are available each month. (Up to 30 transfers depending on account balances)

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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 strategic 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 March 2007). 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>.