

For Immediate Release

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

Shinsei Bank to Launch New Advertising Campaign on Managing your Own Money

- Promoting awareness of the booklet “Managing your Own Money: A Five-Minute Reader” -

Tokyo (Monday, October 22, 2007) – Shinsei Bank, Limited (“Shinsei Bank”) today announced it will launch a new advertising campaign around the key message “Please Give Five Minutes to Shinsei”, highlighting the importance of managing your own money for your golden years. The campaign, aimed at customers who are saving for retirement or are already retired, will kick off on Monday, October 22. Ads will appear in major newspapers the following day.

The advertising campaign, which will include Internet, television and radio spots, is aimed at raising Shinsei Bank’s profile as “the best bank for managing your money.”

The idea of the “Please Give Five minutes to Shinsei” message is to encourage customers to take a few minutes to read “Managing your Own Money: A Five-Minute Reader.” This booklet uses simulation cases¹ to show how a sound money management strategy can build a healthy retirement fund. The booklet illustrates how a long-term money management strategy focused on global investment opportunities can help to protect retirement savings against inflation, tax increases and other threats. According to an online survey conducted by Shinsei Bank, 86.7% of the people who read the booklet better realized the importance of a good money management strategy.²

The “Managing your Own Money: A Five-Minute Reader” will be available at Shinsei branches, Shinsei’s call center (Shinsei *PowerCall*) and on the Shinsei website (<http://www.shinseibank.com>).

Shinsei Bank aims to be Japan’s “best money advisor,” supporting customers’ financial planning to prepare for their retirement years while expanding its line-up of financial products offering opportunities for long-term investments in global assets.

* 1 For instance, if somebody started spending a lump-sum retirement payment of 25 million yen today without any asset management planning, it would probably run out in 14 years and 2 months. (The period of 14 years and 2 months is calculated by looking at how long it takes to spend 25 million yen at the rate of 146,408 yen a month. The figure 146,408 yen is what an individual receiving a standard monthly pension of 232,592 yen (source: “Pension payments amount for fiscal 2007,” Ministry of Health, Labor, and Welfare) would need to spend every month to maintain an “affluent” life style, estimated as a monthly income of 379,000 yen (source: “Survey on Life Security in Fiscal 2004,” Life, Insurance, and Culture Center)).

* 2 The survey was conducted among 2,000 people aged 30 through 69 over the Internet in October 2007. Near 87% of respondents said they “felt the need to manage their money” or “felt somewhat the need to manage their money” after reading “Managing your Own Money: A Five-Minute Reader”. Just over 67% responded that they are “thinking about taking action” or “giving some thought to taking action” after reading the booklet.

Please see the reference.

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 (as of March 2007) and a network of 30 Shinsei Bank branches in Japan. 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>

supplemental documents to the prospectus) and understand what is said in the documents.

(Shinsei Bank, Limited / Registered financial institution: the registered number 10 with the Kanto Local Finance Bureau / Member of the Japan Securities Dealers Association)