

For Immediate Release

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

Shinsei Partners with So-net M3

- Providing information on financial products and services directly to medical professionals -

Tokyo (Friday, August 1, 2008) - Shinsei Bank, Limited, has announced that it will establish a business alliance with So-net M3, Inc. ("So-net M3"), a leading Japanese provider of medical and lifestyle-related information over the internet. So-net M3 operates m3.com, one of the biggest portal sites exclusively for people working in the medical profession in Japan with 165,000 doctors among its registered users. Through this partnership, Shinsei will promote its banking and asset management services to the m3.com user base, while So-net M3 will be able to offer new levels of convenience to its customers.

From August 1, 2008, Shinsei will begin providing information on its range of financial products and services via QOL-kun¹, an m3.com service that offers lifestyle-related information tailored to people working in the medical profession. m3.com members will be able to access Shinsei Bank's homepage directly from the site and apply for a *PowerFlex* account over the internet. In the future, Shinsei plans to award m3 points exchangeable for various benefits and offer other incentives to m3.com members who use the Bank's services.

In addition to its branch network, Shinsei offers free internet (Shinsei *PowerDirect*), mobile (Shinsei *MobileDirect*) and telephone (Shinsei *PowerCall*) banking services with its *PowerDirect* bank account, empowering customers to bank "anytime, anywhere." Shinsei believes the full range of information and financial products that it offers over this convenient, multi-channel banking platform represents an ideal solution for busy medical professionals.

Overview of Service

Service start:	August 1, 2008
Service content:	Links to Shinsei <i>PowerDirect</i> application page, provision of information on financial products and services
Target users:	Medical professionals who are registered on m3.com (Total: 400,000 users of whom 165,000 are doctors; as of June 2008)

¹ The QOL-kun 'net concierge' is an m3.com service that provides QOL-related ('quality of life') information tailored to people working in the medical profession. The information provided covers topics including job-changing, private practice set-up, management and finance.

Shinsei Bank Site on m3.com (image)

トップ ■ m3.com ■ 医師募集情報 ■ 掲示板(医師専用)

m3.com Concierge
医師のネット・コンシェルジュ

MRポイント | 会員情報変更 | ヘルプ | ログアウト

トップ(最新未読連絡一覧) MR君 MR君 QOL君 QOL君

受信連絡内容

 連絡一覧	大迫 一弘 新生銀行	 新生銀行	未読ありコンシェルジュ MR君  新生銀行
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削除する

新生銀行をご登録いただき、ありがとうございます。 - 2008/07/23

今回の資料:
新生銀行をご登録いただき、ありがとうございます

ご登録いただいた方には、今後、特別なキャンペーンや厳選した資産運用コンテンツ(所要時間、初心者マークつき)などのおトクな情報をお届けいたしますのでご期待ください。

この機会にぜひ、新生銀行の総合口座(パワーフレックス)をご開設いただき、資産運用を始めてみませんか？

口座開設の方法

インターネットで口座開設を申し込む

下記「口座開設」ボタンから口座開設申込書を作成もしくは請求し、記入された申込書に捺印またはサインの上、当行所定の本人確認書類と一緒に郵送してください。

▶ 口座開設はこちらから

店頭で口座開設する場合

現住所・氏名・生年月日の確認できる本人確認書類をお持ちの上、各店舗までご来店ください。

電話(フリーダイヤル)で口座開設を申し込む

フリーダイヤル: 0120-456-860にご連絡いただき、口座開設申込書をご請求ください。申込書をお送りしますので、当行所定の本人確認書類と一緒に、返信用封筒にてご返送ください。

Shinsei Bank is a leading diversified Japanese financial institution providing a full range of financial products and services to both institutional and individual customers. The Bank has total assets of 12.5 trillion yen (US\$118 billion) on a consolidated basis (as of June 2008) and a network of 36 outlets that includes 34 Shinsei Financial Centers and 2 Platinum Centers 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 is available at <http://www.shinseibank.com/english/index.html>.