

For Immediate Release

Shinsei Bank, Limited
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Japan's Future Leaders to Battle It Out in English at the Japan College Bowl Quiz Competition 2008, Hosted by Shinsei Bank
- Kurara Chibana and Bobby Valentine lend support to Japan Future Leadership Program event in association with The Wall Street Journal Asia -

Tokyo (Monday, November 10, 2008) – Shinsei Bank, Limited, is pleased to announce that it will host the Japan College Bowl Quiz Competition 2008 at its Tokyo headquarters on Saturday, November 15, 2008. Organized in partnership with *The Wall Street Journal Asia* as part of its Japan Future Leadership Program, the College Bowl will pit students from eight of the nation's leading universities against each other in a challenging test of their business, financial and current affairs knowledge – entirely in English. Kurara Chibana (Miss Universe Japan 2006), Bobby Valentine (Manager, Chiba Lotte Marines) and Charles Duncan (Managing Director, Continental Airlines) will present winning teams with prizes donated by Continental Airlines, Seiko Instruments Inc. and RosettaStone Japan Inc.

The Japan College Bowl Quiz Competition 2008 marks the highlight of the Japan Future Leadership Program, a year-long educational initiative organized in association with the *The Wall Street Journal Asia* and endorsed by the Japanese Ministry of Education, Culture, Sports, Science, and Technology (MEXT). Launched in March 2008, the program provides 2,000 business and finance students at top Japanese universities with the unique opportunity to combine insights from the *The Wall Street Journal Asia's* award-winning coverage with real-life lessons from one of Japan's leading, diversified financial institutions. Participating students receive daily copies of the newspaper, complimentary English-Japanese dictionaries and free access to e-learning courses in business English.

"We're proud to be working with one of Asia's most trusted sources of business news in English, The Wall Street Journal Asia, to support a new generation of Japanese in improving their English financial literacy," said Shinsei's Chief Learning Officer, Tom Pedersen. *"The current upheavals in global markets only underline the importance of understanding financial events at a global level. The College Bowl is going to be a fantastic opportunity for the students to show how much they've learned through the program."*

Shinsei's commitment to the Japan Future Leadership Program is part of the bank's broader agenda of 'strategic philanthropy,' which aims to build awareness and find solutions to key Environmental, Social and Governance (ESG) issues through developing multi-stakeholder partnerships and underwriting sustainable initiatives. Shinsei believes that developing globally minded future leaders and promoting English financial literacy in Japan are key ways in which the bank can achieve these objectives. As the first Japanese bank to appoint a Chief Learning Officer, Shinsei is committed to promoting education both within the bank itself, and as part of its contributions to the community. In addition to offering a popular student internship program, Shinsei also sponsors the U.S.-Japan Bridging Foundation, an organization which raises money to send American undergraduates to study in Japan, as well as a variety of educational institutions by hosting their events at Shinsei venues.

Details of the Japan College Bowl Quiz Competition 2008

Date	November 15, 2008 (Saturday)
Time	13:30 – 16:30 (Doors open at 13:00)
Venue	Shinsei Hall, 1F Shinsei Bank, Limited Head Office, 2-1-8 Uchisaiwaicho, Chiyoda-ku, Tokyo
Participating universities	Hitotsubashi University, International Christian University, Keio University, Meiji University, Rikkyo University, Sophia University, University of Tokyo, Waseda University
Prize sponsors	Continental Airlines, RosettaStone Japan Inc., Seiko Instruments Inc.

Shinsei welcomes media coverage of the College Bowl Quiz competition. Media organizations wishing to cover the event are kindly requested to contact Shinsei Bank's Corporate Communications Division on the number below by **November 13, 2008**.

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 35 outlets that includes 33 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>.