

For Immediate Release

Company Name: Shinsei Bank, Limited  
Name of Representative: Masamoto Yashiro  
President and CEO  
(Code: 8303, TSE First Section)

### **Shinsei Bank to Open New Consulting Spots, Expanding Branch Network and Strengthening Asset Management Services**

Tokyo (Friday, May 1, 2009) --- Shinsei Bank, Limited (“Shinsei”), is preparing to open a new series of small-scale branches, called “Shinsei Consulting Spots,” to extend its existing branch network and to enhance its asset management consultation services for individual customers. The first Consulting Spots will open in the Kansai area (West Japan), and the bank will consider opening more of these branches in the Kanto area (East Japan) going forward.

Between June and August, 2009, Shinsei will open a total of 3 Shinsei Consulting Spots, one each in Senri Chuo (Toyonaka, Osaka), Nishinomiya-Kitaguchi (Nishinomiya, Hyogo), and Sakai Higashi (Sakai, Osaka). Specializing in asset management consultation, these compact branches will chiefly serve the needs of customers who currently use Shinsei Financial Centers located in Osaka (Umeda and Namba) and Hyogo Prefecture (Kobe). Through the new Consulting Spot model, Shinsei aims to provide an even more personalized level of asset management services to our regional customers by bringing the bank closer to them.

In addition to consultation facilities, Shinsei Consulting Spots will also feature ATM corners available 24/7 and IP telephones for access to telephone banking services, set in a floor space ranging from approximately 50 m<sup>2</sup> to 100 m<sup>2</sup>. The Consulting Spots will be staffed by 3 – 4 experienced asset management consultants who will offer expert advice on financial products tailored to individual customers’ lifestage and needs. Customers will also be able to open new accounts and access a range of other services. The Consulting Spots will open 5 days per week from 11 a.m. until 5 p.m. (excluding Saturdays, Sundays and national holidays; Senri Chuo will open from 9 a.m. – 5 p.m.).

In the future, Shinsei plans to roll out Shinsei Consulting Spots in the Tokyo metropolitan area, expanding its existing network of Financial Centers in line with customer needs.

Shinsei Bank’s retail banking services aim to enrich and “color” the lives of our customers by providing them with high value-added products and services.

Please see the attachment for details of the Consulting Spot location, scheduled opening and other information.

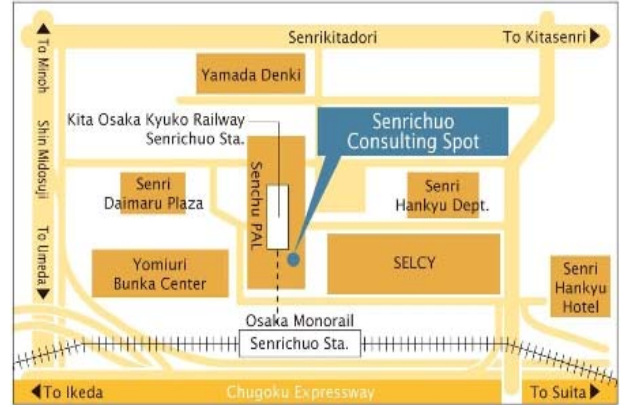
*Shinsei Bank is a leading diversified Japanese financial institution providing a full range of financial products and services to both institutional and individual customers. The Bank has total assets of 12.2 trillion yen (US\$135 billion) on a consolidated basis (as of December 2008) and a network of 34 outlets that includes 32 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>

**(Attachment)**

**Shinsei Bank Senri Chuo Consulting Spot**

Official Name	Shinsei Bank Umeda Branch Senri Chuo Annex
Location	1-3 Shinsenri Higashi Machi, Toyonaka-shi, Osaka, 560-0082 (Inside a shopping complex "SenchuPAL")
Scheduled opening	Monday, June 1, 2009
Business hours:	9 a.m. to 5 p.m. (Monday through Friday)
Floorspace	Approx. 100 m <sup>2</sup>



**Shinsei Bank Nishinomiya-Kitaguchi Consulting Spot**

Official Name	Shinsei Bank Umeda Branch Nishinomiya-Kitaguchi Annex
Location	3-32 Takamatsu Cho, Nishinomiya-shi, Hyogo 663-8204
Scheduled opening	Wednesday, July 1, 2009
Business hours:	11 a.m. to 5 p.m. (Monday through Friday)
Floorspace	Approx. 55 m <sup>2</sup>



**Shinsei Bank Sakai Higashi Consulting Spot**

Official Name	Shinsei Bank Namba Branch Sakai Higashi Annex
Location	2-3-20 Minami Hanadaguchi Cho, Sakai-ku, Sakai-shi, Osaka 590-0075
Scheduled opening	Monday, August 3, 2009
Business hours:	11 a.m. to 5 p.m. (Monday through Friday)
Floorspace	Approx. 109 m <sup>2</sup>

