

For Immediate Release

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Shinsei Bank Increases Ownership of APLUS

- *An Important Step Towards Realignment of Shinsei's Consumer Finance Strategy
Demonstrating Support and Commitment for APLUS* -

Tokyo (Tuesday, March 16, 2010) --- Shinsei Bank, Limited ("Shinsei") announced an increase in its common share ownership of APLUS Co., Ltd. ("APLUS") from 66.4% to 93.5% through the conversion of Shinsei's holdings of Class E and Class F preferred shares and a portion of its holdings of Class G preferred shares into APLUS common shares. Shinsei has no plans to sell its holdings of APLUS common shares.

1. Explanation and Rationale

In order to increase its ownership of APLUS, Shinsei today submitted conversion requests to APLUS to convert Shinsei's holdings of APLUS Class E and Class F preferred shares and a portion of its holdings of Class G preferred shares into APLUS common shares. These conversions will result in Shinsei owning 93.5% of APLUS common shares.

APLUS announced on February 26, 2010 that it will request approval at an Extraordinary General Shareholders' meeting to buy back up to 30 million of its common shares*. Any buybacks by APLUS of its common shares will further increase Shinsei's ownership beyond 93.5%. The planned buybacks by APLUS of its Class D and Class E preferred shares*, also announced on February 26, 2010, will, when executed, result in Shinsei owning 100% of the remaining APLUS preferred share classes.

Shinsei intends to keep its increased APLUS common share holdings as part of this realignment and has no plans to sell any of its original holdings of APLUS common shares or any of its additional holdings arising from the conversions. Additionally, there are no plans as of now to delist APLUS from the Osaka Securities Exchange Co. Ltd.

2. Retail Banking and Consumer Finance Strategy

Shinsei is continuing to realign its retail banking and consumer finance businesses in order to provide customers with an integrated value proposition. As one step in this strategy, Shinki Co. Limited ("Shinki") was made a wholly-owned subsidiary in July 2009 and we plan to integrate Shinki into Shinsei Financial Co., Ltd. in the future. The Shinki realignment provides a helpful benchmark for the reorganization of APLUS.

Shinsei's increased ownership of APLUS is an important step in our consumer finance strategy and it will facilitate additional synergies between our retail banking and consumer finance businesses going forward. As part of our strategy, we are also pursuing further operational efficiencies through the implementation of Shinsei Bank's low-cost and highly flexible IT infrastructure across consumer finance subsidiaries, and through additional expense reductions.

* Buy back period is from March 17, 2010 to March 16, 2011.

3. Summary of Shinsei's Conversions of APLUS Preferred Shares

	Class E preferred shares	Class F preferred shares	Class G preferred shares
Total Number of preferred shares outstanding	70,500,000 shares	10,000,000 shares	25,000,000 shares
Number of preferred shares owned by Shinsei before conversions (percentage of ownership)	70,000,000 shares (99.3%)	10,000,000 shares (100%)	25,000,000 shares (100%)
Number of preferred shares to be converted	70,000,000 shares	10,000,000 shares	12,000,000 shares
Number of preferred shares owned by Shinsei post conversions (percentage of ownership)	0 shares	0 shares	13,000,000 shares (100%)
Number of common shares from conversions	589,473,684 shares	100,351,229 shares	293,398,533 shares

4. Shinsei's Ownership of APLUS Common Shares Post Conversions (Before Any Buybacks by APLUS and Excluding Shares Held as Treasury Shares)

Before Conversions:

Shinsei's holdings of APLUS common shares 156,690,390 shares (66.4%)
 Total APLUS common shares outstanding (as of Dec. 31, 2009) 235,867,570 shares

After Conversions:

Shinsei's holdings of APLUS common shares 1,139,913,836 shares (93.5%)
 Total APLUS common shares outstanding 1,219,091,016 shares

5. Shinsei's Ownership of APLUS Preferred Shares Post Conversions (Before Any Buybacks by APLUS and Excluding Shares Held as Treasury Shares)

APLUS Class B Preferred Shares 10,000,000 shares (100.0%)
 APLUS Class C Preferred Shares 15,000,000 shares (100.0%)
 APLUS Class D Preferred Shares 8,500,000 shares (60.7%)**
 APLUS Class G Preferred Shares 13,000,000 shares (100.0%)
 APLUS Class H Preferred Shares 32,250,000 shares (100.0%)

** Shinsei's ownership of APLUS Class D preferred shares will increase to 100% if the buyback by APLUS of third party held Class D preferred shares is executed.

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 11.5 trillion yen (US\$124.9 billion) on a consolidated basis (as of December 2009) and a network of 40 outlets that includes 31 Shinsei Financial Centers and 9 Consulting Spots 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>