

For Immediate Release

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(Code: 8303, TSE First Section)

**Shinsei Bank Announces Initiatives to Expand Unsecured Personal Loan Business**  
*- Lower interest rates on Shinsei SmartCard Loan service -*

Tokyo (Friday, June 18, 2010) --Shinsei Bank, Limited (“Shinsei Bank”; “the Bank”) announced that it is taking steps to expand its unsecured personal loan business. Towards this goal, Shinsei Bank has lowered the interest rates on its Shinsei SmartCard Loan service, effective July 1, 2010, to make it accessible to a larger number of customers. The Bank’s consolidated subsidiary, APLUS Co., Ltd., acts as the designated guarantee company for the Shinsei SmartCard Loan service. The details of applicable interest rates will be posted on the Bank’s website by the effective date.

	Current	New
Applicable Interest Rate	5.8% -14.8%	4.8%~14.8%
Borrowing Limits	¥500,000 - ¥5,000,000	¥500,000 - ¥5,000,000

Launched on June 10, 2008, the Shinsei SmartCard Loan service uses a unique credit screening process that takes into account customers transactions with Shinsei Bank instead of relying solely on screening by a guarantee company. In addition, the service offers customers the convenience of being able to complete the process from loan application to receipt of funds online using Shinsei Bank’s PowerDirect Internet banking service, and withdrawing the funds using their PowerFlex account cash card. APLUS Co., Ltd., the designated guarantee company for this loan service, is a wholly owned subsidiary of APLUS FINANCIAL Co., Ltd., which is a holding company for installment sales credit, credit card and settlement operations.

The Shinsei Bank Group believes that providing unsecured personal loans is one important social responsibility for financial institutions. In line with the full-scale implementation of the Revised Money-Lending Business Control and Regulation Law on June 18, 2010, and application of the Comprehensive Guidelines for Supervision of Major Banks, we are working to leverage synergies between APLUS FINANCIAL Co., Ltd and our other consumer finance subsidiaries as we build out our unsecured personal loan business.

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*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 11.3 trillion yen (US\$122.0 billion) on a consolidated basis (as of March 2010) 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>*