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For Immediate Release

Credit Saison Forms Alliance with Franc franc to Issue Franc franc Saison Card, Will Begin Taking Applications in March

Tokyo, February, 2001 Credit Saison Co., Ltd. (TSE:8253) and home furnishings retail company BALS Corporation have formed an alliance to offer the Franc franc Saison Card, which can be used at several stores popular with young women such as Franc franc, J., and a the a the a. On March 1, Credit Saison will begin taking applications for this original point card at each of the aforementioned stores, as well as through the Credit Saison website.

BALS Corporation is involved in the retail sale of home furnishings and other goods for daily living. The number of BALS-affiliated stores and the company's business results have both surged since its establishment in 1990. Its 48 Franc franc stores are particularly popular with young women, and the Franc franc brand has earned a high reputation.

The Franc franc Saison Card has no annual membership fee. Cardholders receive one point for every ¥1,000 charged on the card. After amassing 200 points, the card member will receive a ¥3,000 gift certificate which can be used at any BALS-affiliated store



Franc franc Saison Card

Overview of the Franc franc Saison Card

Card name: Franc franc Saison Card

Issuing company: Credit Saison Co., Ltd.

Annual membership fee: None (¥3,000 for AMEX)

Customer inquiries: Saison Card Information Center (03-5996-1111)

Eligibility: Persons 18 years and over who can be contacted by phone

Card functions: Saison Card + VISA, MasterCard

With over 2,189 billion yen in sales volume and approximately ten million cardholders as of March 2000, Credit Saison is one of the leading credit card companies in Japan. The Company has achieved high growth by expanding its credit card, leasing, insurance, and T&E (travel and entertainment) businesses, while developing new business channels which respond swiftly to changes in consumer needs.