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For Immediate Release

Credit Saison Forms Alliance with Free Internet Service Provider livedoor, Inc. to Issue livedoor Saison Card, Will Begin Taking Applications in April

Tokyo, March 14, 2001..... Credit Saison Co., Ltd. (TSE:8253) and free Internet service provider livedoor, Inc. have formed an alliance to offer the livedoor Saison Card (<http://www.livedoor.com/card/saison/>), which can be used to pay for such things as telecommunications charges and online services. Credit Saison will begin taking applications for the card in April, and issue the card in May.

The livedoor Saison Card has no annual membership fee, and is available with



Saison Card functions in addition to livedoor services. To commemorate the issuance of this card, a debut campaign will be launched. Persons who have applied for the card by July 31, 2001 will be entered into a lottery, and 160 lucky winners will receive a ¥10,000 Japan Travel Bureau gift certificate, a digital camera, or one of a variety of

accessories or bags. In addition, cardholders who charge more than ¥10,000 on their livedoor Saison Card during the campaign period will be entered into a drawing for one of 20 trips to Seoul, Korea.

As a “completely free Internet service provider” with no access time limits or fee-based service options, livedoor, Inc. is attempting to differentiate itself from other free Internet service providers in Japan. Since it began offering its services in November 1999, the number of registered users has skyrocketed to over 700,000. livedoor is presently attempting to compile data about its users by offering a “members card” which can be applied for on the livedoor website, in order to attract new customers and build a brand image.

By issuing the livedoor Saison Card, Credit Saison Co., Ltd. hopes to strengthen its Internet strategy and create a basis for the development of new information services, such as sending announcements and updates to customers via e-mail, thereby increasing convenience for its Internet customers.

Overview of the livedoor Saison Card

Card name: livedoor Saison Card

Alliance partner: livedoor, Inc.

Annual membership fee: None

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

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

Valid for: Six years

Card functions: Saison Card + VISA

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.