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## For Immediate Release

### Credit Saison Forms Alliance with Marui to Issue Red Card Saison

**Tokyo, April 20, 2001** ..... Credit Saison Co., Ltd. (TSE:8253) has formed an alliance with Marui Co., Ltd. to issue the Red Card Saison, designed for Marui mail-order customers. Applications for the card will be accepted starting April 21. An application form is included in the Marui mail-order catalog, which is published six times a year.

Marui Co., Ltd. has succeeded in the competitive distribution industry by offering a wide selection of the latest fashions as well as brands popular with younger shoppers. The Red Card—the traditional Marui house card—has become established as an integral part of Marui's customer management system and credit card strategy. Issued through an alliance with Credit Saison Co., Ltd.—a successful provider of alliance cards with distributors—the card will combine the functions of a Saison Card with the functions of international cards such as VISA and MasterCard. The card—which was developed not only for Marui's mail-order customers, but also to ensure convenience and versatility for those customers who have moved outside the Marui market area—will enable Marui to provide the ultimate in card service to its customers.



Red Card Saison

Credit Saison is focusing on the development of its alliance card strategy, particularly through alliances with companies involved in distribution. The company has worked to build a national network by issuing similar alliance cards with other major companies, such as the Mei Saison Card with Meitetsu Department Store Co., Ltd.; the Kamome Card Saison with the Nagasaki Terminal Building; the Mitsui OUTLET Park Card with Mitsui Fudosan Co., Ltd.; and the MUJI Card with Ryohin Keikaku Co, Ltd.. Credit Saison plans to further reinforce this nationwide network of alliances by utilizing the expertise it has accumulated as a major provider of alliance cards with distributors to attract new customers and offer high-quality services responding to a wide range of needs.

## Overview of the Red Card Saison

**Card name:** Red Card Saison

**Issuing company:** Marui Co., Ltd. and Credit Saison, Co. Ltd.

**Annual membership fee:** ¥1,000 (tax included)

**Valid for:** Six years

**Customer inquiries:**

- For questions about aspects of the Red Card, call the Marui Card Center at 03-3383-0101
- For questions about aspects of the Saison Card, call the Saison Card Information Center at 03-5996-1111

**Eligibility:** Persons 18 years and older who can be contacted by phone. High school students are not eligible.

**Card functions:** Red Card services and special privileges + Saison Card + VISA, MasterCard, JCB

**Special privileges offered:**

- Same store privileges offered by the Red Card: 5% discount on the card member's birthday; 50% discount on repairs; 50% discount on domestic shipping.
- Saison privileges (excluding Point Up program)

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*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.*