

February 20, 2002

Credit Saison's New Membership Service "Saison Dream" starts.

Points can be accrued for an indefinite period under the new point program.

Credit Saison has started "Saison Dream," a new point program that allows customers to accrue points as long as they want and to exchange points for commodities whenever they wish. The new program was introduced in response to customers' comments such as, "I have accumulated points for a year, but I don't have any specific item I want to exchange my points for," "I don't agree with fractional amounts of points being omitted after exchanging points," or "I forgot to exchange points within the set period." (This program is applicable to exchange requests from March 4, 2002 onward.)

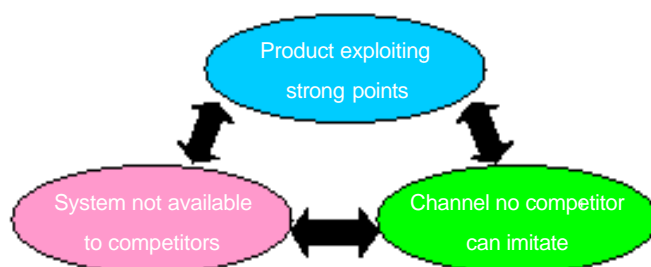
Credit Saison is aiming to be "a company of leading-edge services" that considers the market from the customer's viewpoint and appropriately responds to customers' needs. Saison card holders receive one point for every ¥1,000 spent. In the past, customers had to accrue 200 points within a year to exchange them for commodities. With introduction of the new point program, customers who do not reach 200 points in a year will not lose any points, but can keep them regardless of the period and will be able to receive commodities in exchange for 200 points anytime after their total reaches 200. For people who use the cards on a large scale, Credit Saison has expanded the range of commodities by adding a new line of attractive products so as to offer the "joy of accruing points" and the "dream" derived from shopping.

Credit Saison strongly hopes that customers will avail themselves of this opportunity and make Saison card their card of first choice in their daily lives.

We have strengthened the lineup of quality commodities for which points can be exchanged by establishing theme categories according to the data we have accumulated to date and making full use of the product development and procurement capabilities of Seibu Department Stores and Seiyu. We have also been developing original products for this purpose and collaborating with world-class brand manufacturers to produce products exclusively for point holders. These commodities will be announced in stages from the end of April onward.

We will notify customers of the new program effectively to ensure earlier dissemination to the general public, with the cooperation of Seibu Department Stores and Seiyu, taking advantage of our position as a credit card issuer based on the distribution industry. The posters will be displayed in all available attention-getting places in these stores including at storefronts and near elevators, and tools such as the stores' shopping bags will also be used to spread the news.

Concept of "Saison Dream"



For further information: Credit Saison Co., Ltd.,
Public Relations Office (Ms. Kojima or Ms. Ikeuchi) Phone: (03) 3982-0700