

June 30, 2003

**Credit Saison and JTB Form Travel Service Alliance**  
**Tour Catalog *Saison Tabimonogatari* to Be Published in July**

*Saison Tabimonogatari* is an original catalog published for the benefit of Saison cardholders. Combining original products with appealing vacations selected from JTB Co.'s mail-order travel catalog, *Saison Tabimonogatari* features sophisticated leading-edge theme tours that reflect Saison's unique capabilities. The catalog's tour offerings include the *Wine Tour*, a 2004 wine-based corporate advertising campaign, and such carefully chosen JTB tours as the *Burgundy Sketching Tour* and the *Italian Eight-Day Tour*, which is intended to mark the anniversary of the catalog's initial publication. *Saison Tabimonogatari* is offered as part of a set that includes a special, family-oriented catalog for trips in Japan. Credit Saison, which is already publishing a tour catalog called *Vivre*, believes that *Saison Tabimonogatari* will enable the provision of more appealing and competitive products and services.

To compliment Credit Saison's catalog, on July 1, 2003, JTB Global Assistance, Inc., began operating a JTB tour desk to handle all inquiries from customers interested in catalog tours. Primarily focusing on trips advertised in *Saison Tabimonogatari*, the JTB tour desk will also provide consultation and arrange trips for a broad range of customers, including those interested in package tours in Japan or overseas, domestic hotel reservations, or uniquely customized trips for individual travelers. To commemorate our alliance with JTB, until March 31, 2004, Credit Saison will conduct a promotional campaign in which Saison cardholders using the JTB tour desk will receive four times as many "dream points" as usual. (Please see attachment for details.)

Credit Saison plans to publish 10,000 copies of the upcoming issue of *Saison Tabimonogatari*, which can be requested over the Internet and delivered to the homes of gold-card members or cardholders with strong travel interests. Moreover, by including JTB travel information in the monthly newsletter (*Card News*) sent to cardholders along

with their credit card statements, we are hoping to provide cardholders with better travel offerings and ensure safe and reliable services that generate synergies between Saison cards and JTB tours.

### **Saison-JTB Tour Service Campaign**

Use the Saison-JTB tour service and receive four times as many dream points!

Until March 31, 2004, we are conducting a promotional campaign in which customers who use Saison cards to pay for trips at the JTB tour desk receive four times the normal number of dream points.

### **What are dream points?**

We provide dream points to customers commensurate with the amount of money charged on their Saison cards. One point is given for every ¥1,000 spent, and 200 points can be exchanged for products. Beginning in fiscal 2003, we eliminated the expiration date for dream points so that they can be exchanged at any time for a range of products, including wine-related goods and cruises around the world.

### **Description**

Overseas FIT, overseas arrangements

Regional departures for overseas tours: Navidial

Domestic trips and accommodations (same-day reservations allowed)

Area departures for domestic tours: Navidial

### **Phone Numbers and Business Hours**

Tel.: 0570-00-2828

9:00 to 19:00 except for national holidays

Tel.: 0570-00-5858

9:00 to 19:00 except for national holidays

*Saison Tabimonogatari*

**First issue**

Inquiries

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