

To the members of the press

January 15, 2004

Idemitsu Credit Co., Ltd.  
Idemitsu Kosan Co., Ltd.  
Credit Saison Co., Ltd.

**Idemitsu Credit Co., Ltd., newly created joint venture  
between Idemitsu Kosan Co., Ltd.  
and Credit Saison Co., Ltd.**

**The general picture of the Card Business Division Partnership and the  
New Card Service offering is about to take shape.**

**Idemitsu Kosan Co., Ltd. (Head Office: Chiyoda-ku, Tokyo, President: Akihiko Tembo) and Credit Saison Co., Ltd. (Head Office: Toshima-ku, Tokyo, President and CEO: Hiroshi Rinno) had agreed on July 25, 2003 on a comprehensive alliance of their Card Business Divisions, and based on this understanding they founded on October 1, 2003 a new joint venture (in which both parties have an equal equity share), the Idemitsu Credit Co., Ltd. (Head Office: Chuo-ku, Tokyo, President: Satoru Ueno) which will take charge of the Idemitsu Group's Card Business Division. This statement presents the concrete details of the organizational structure of the newly Idemitsu Credit Company that have now been decided and that will come into effect from April 2004.**

**The newly Idemitsu Credit Company is to consolidate its management base still further under the framework of cooperation provided by Idemitsu Kosan and Credit Saison. It will also make a strong bid for acquiring a new card, the Idemitsu "mydoplus card", a product quite unique among the credit cards in the petroleum, as an important management tool. In this way, it will make a contribution to the consolidation of the Idemitsu Group's management base.**

**1. Organizational structure of the newly created Idemitsu Credit Company**

- In connection with the establishment of the joint venture, Idemitsu Credit invited the Managing Director of Credit Saison, Mr. Hideki Miyauchi, to act

as the new venture's Vice President. Idemitsu Credit also accepted 17 other staff members from Credit Saison to let the new company benefit from their know-how in areas such as card planning and management as well as member canvassing that they can offer.

- With effect from February 2004, Idemitsu Credit will lay the foundation for management organization by assigning its area managers to the ten branch offices under the Idemitsu Kosan flag throughout Japan to tie up with the Idemitsu Kosan Sales and Card business managers and support the cardholder enrollment activities of the sales offices.
- From April 2004, Idemitsu Credit will outsource to Credit Saison all credit card related operational activities, including application processing, credit screening, card issuance, card mailing, settlement and customer services, for the 1.17 million existing cardholders of Idemitsu Credit and the new cardholders. This will boost operational efficiency that will enable Idemitsu Credit to shorten the time required for card issuance and extend the business hours of the Call Center. In addition to these improvements in customer service, the outsourcing arrangement is also anticipated to save costs on a scale of around 1 billion yen a year.

## 2. Issue of a new card with contents that will set a precedent for the petroleum industry (For details, see page 3 of document 1)

- The new Idemitsu“ mydoplus card ” marks a move to the permanent zeroing of cardholders' membership fees for both the main card and the ETC cards, thereby setting a precedent among the credit cards in the petroleum sector. Cardholders will also benefit from a predetermined unit price discount when they use their card at service stations and from a service that allows to receive gifts according to the number of points they have earned by using their credit cards. Cardholders will also be able to use their card as a SAISON CARD in countries all over the world. The“ mydoplus card ”also doubles as an international card for drivers. (Due to be issued from April 2004.)
- Apart from the new additional features of repayment by fixed –monthly installments and bonus payment in two installments, the functions of this new card will include the possibility of viewing details of card use and of changing the mode of payment on the web and do much to enhance the

convenience of card use. The Call Center that will function as the service counter for customers, will be open throughout the year (except for New Year's day on which it will be closed), with an organization on call to support the many real-life situations of its customers. The Idemitsu Group sees the role of the Idemitsu“ mydoplus card ”as the Group's core card and aims to increase cardholder numbers through close cooperation with the sales offices and the service stations.

- The special privileges offered by the SAISON CARD include such favors as special-day discounts at the Seiyu stores, discounts at over 9,500 facilities, including restaurants and amusement centers, up and down the country, and gifts. The SAISON CARD can also be used for drawing cash in local currency at over a hundred thousand cash dispensers and automatic telling machines throughout the world. The launch of further services is always being considered.

The implementation of the above will produce the following results:

The Idemitsu Group will benefit from Credit Saison's offering its unique know-how in terms of the superior cardholder canvassing and customer service development capabilities it possesses. This will be key to the Idemitsu Group's drive to increase the number of cardholders and also consolidate the management base of Idemitsu Credit in terms of strengthening its credit potential and improving its operational efficiency.

On the other hand, Credit Saison will contribute to the Idemitsu Kosan Group's customer strategy by offering its credit card know-how and bringing its customers to the sales points (service stations) of Idemitsu Kosan. In addition, efforts are made to increase cardholder numbers for the total of the Credit Saison Group and activate customer development and service.

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