

Tie-up with Seibu Dome

Pay by Credit Card for your Beer Bought from Refreshment Vendors in the Baseball Stadium: A Japan-First.

Credit Saison Co., Ltd. (Head Office: Toshima-ku, Tokyo; “Credit Saison”) has concluded a business tie-up with Seibu Dome (Tokorozawa City, Saitama Prefecture; “Seibu Dome”) that will let baseball fans, for the first time in Japan, pay for their beer bought from drink vendors in professional baseball stadiums by credit card.

The Seibu Lions vs. Orix Blueweve match due to take place at the Seibu Dome on April 5th marks the start of a service allowing fans to use their SAISON CARD to pay for their beer bought from beer vendors inside the dome. For the transaction, they carry portable SG terminals with them. For this event, 20 of these terminals will be introduced on a test basis, and their number will be increased depending on how well this form of payment will be used.

The use of the SAISON CARD for payment has already been successfully introduced at the admission ticket sales counters, the Lions character vending stores and restaurants of the Seibu Dome. This service has been popular with families buying admission tickets for the entire family as well as with people buying Lions goods on their card when they come to the stadium. The present service expands the area in which the card can be used to include the inside of the baseball stadium and marks the introduction of a signature-free card payment system using a portable terminal. In this way, the spectator is no longer distracted from the game by having to bother to search for, or receive, small change, a welcome relief to get more fun from just watching the game.

Highlights of the Service

- Start of service: “Seibu Lions vs. Orix Blueweve Match” on April 5 (Monday)
- Initial number of terminals: 20 portable payment terminal (“SG Terminals”)
- Cards usable for payment: SAISON CARD and VISA/MasterCard Brand cards
- Beers on Sale: KIRIN, ASAHI, SAPPORO, and SUNTORY beers sold by on-premise vendors only.

Credit Saison has issued its Seibu Lions Fan Club Card which doubles as a Member Card for the Seibu Lions Fan Club, since 1997. This card offers many bonus points for fans and is therefore very popular, with many holders continuing to renew their membership. We will make every effort to expand our service still further in an attempt to offer unique service goods that provide value satisfaction to all customers visiting the Seibu Dome.