

April 1, 2005

Mizuho Bank, Ltd.
Credit Saison Co., Ltd.

Issuance of New Mizuho Mileage Club Card 《Saison》

Mizuho Bank, Ltd. (President and CEO: Seiji Sugiyama; “Mizuho Bank”) and Credit Saison Co., Ltd. (President: Hiroshi Rinno; “Credit Saison”) will add a new card to the line-up of Mizuho Mileage Club Cards (IC ATM cards with IC credit card functions) issued to members of the Mizuho Mileage Club program, which is a principal pillar of Mizuho Bank’s retail banking strategy. The issuance of this new card, “Mizuho Mileage Club Card 《Saison》”, is in the scope of “Comprehensive Strategic Business Alliance Agreement” announced on December 24, 2004. This card will be accepted at stores beginning April 18, 2005. (Applications for the card will be accepted from April 1, 2005.)

The Mizuho Mileage Club Card 《Saison》 is an ATM card with credit card functions charging no annual membership fee, issued under the global Saison brand, which enjoys a strong brand image among female and young customers. The services for Mizuho Bank’s customers will be enhanced by the additional selection of the international VISA and JCB brands to the MasterCard brand currently offered under the program and by the provision of attractive services associated with the Saison Card such as exclusive offers for travel and entertainment events to its members.

By capitalizing on Credit Saison’s strengths, both companies will cooperate to develop new services for further customer satisfaction. Mizuho also plans to provide various financial services by utilizing customer data obtained through this card.

Mizuho Bank will acquire new members by teller-sales, promoting the card to customers when they open new bank accounts. It will also invite Credit Saison’s expertise to increase membership among current customers. It currently has 26 million customer accounts, increasing at a rate of approximately 1.4 million every year. Mizuho Bank and Credit Saison aims to issue over one million Mizuho Mileage Club Cards, including the UC brand, annually for those current and existing customers.

This is the first alliance of a major bank with a merchandising credit card company. It will allow Mizuho Bank to offer services previously unavailable with the credit cards issued by a bank’s subsidiary and to approach a new customer base. Mizuho Bank will pursue further initiatives in the credit card business through its alliance with Credit Saison and under the Mizuho Mileage Club program, which is its core retail banking strategy.

Credit Saison currently issues over two million credit cards every year, and will dramatically increase this number by issuing the Mizuho Mileage Club Card (Saison). In order to become a top tier company in the credit card industry which is now undergoing active reorganization, Credit Saison continues to focus on the Comprehensive Strategic Business Alliance with Mizuho Financial Group including the issuance of this card.