

March 30, 2005

Prince Hotels, Inc.  
Credit Saison Co., Ltd.

**Credit Saison Begins Accepting Applications for the New User Friendly Prince Card**  
Issued through Alliance with Prince Hotels

**Prince Hotels, Inc. (Head Office: Shibuya-ku, Tokyo; President: Hiroyoshi Yamaguchi; “Prince Hotels”) and Credit Saison Co., Ltd. (Head Office: Toshima-ku, Tokyo; President: Hiroshi Rinno; “Credit Saison”) have formed an alliance to issue the new Prince Card, which adds Saison Card features to the Prince Card currently issued by Prince Hotels. Applications for the new card will be accepted beginning April 11, 2005, coinciding with the opening of the Tokyo Prince Hotel Park Tower. The companies aim to issue 100,000 cards in the near future.**

**The new Prince Card** adds to the convenience of the existing Prince Card, enhances benefits at hotels and other Group facilities, and makes it easier for customers to use Prince Hotel Group facilities in Japan and overseas through the addition of the international VISA, MasterCard, JCB and American Express brands. The new card will offer high-value-added services to customers holding the current Prince Card and those applying for the new card, including services available using “SAISON Permanent Points.” (See page 2).

The new card also enhances protection of personal information with the addition of a customer number to the Prince Card number to be used when making reservations and inquiries.

Objectives of the Alliance

The new Prince Card will allow Prince Hotels to offer more varied, user-friendly services and features through the addition of Saison Card international functions, a point system, preferential discounts, and other benefits. Prince Hotels aims to increase the number of preferred members and improve frequency of card use. Furthermore, the alliance will promote economic rationalization by enabling Prince Hotels to outsource its credit business, which it had operated independently, to Credit Saison.

The alliance with Prince Hotels, a leader in the hotel industry, will allow Credit Saison to increase card members by attracting customers highly loyal to Prince Hotels. By enhancing Prince Card services with user friendly features focused on general shopping and use at Prince Hotels, the new card will boost business for Credit Saison and Prince Hotels.

## **Outline of New Card**

Card Name: Prince Card

Alliance Brands: VISA, MasterCard, JCB, American Express

Family card: Yes (up to four people)

Annual Membership Fee: Cardholder, free (American Express: ¥3,150)

Family, free (American Express: ¥1,050 / scheduled to be issued in fiscal 2005)

Functions: Prince Hotels and Seibu Group facility original benefits, in addition to all Saison Card benefits including “SAISON Permanent Points.”

## **Outline of Companies**

### Prince Hotels, Inc.

Paid-in capital: ¥3.6 billion

Primary operations: Hotel management

Revenue from managed hotels: ¥129.5 billion (as of fiscal year ended March 2004)

Prince Hotels, Inc. operates the urban hotel business of the Seibu Group, with 32 hotels (including the Tokyo Prince Hotel Park Tower) in Japan and overseas. Offered by Prince Hotels since 1988, the Prince Card is popular among customers because it can be used at all Seibu Group company facilities. With the opening of the Shinagawa Prince Hotel Epson Shinagawa Aqua Stadium on April 8 and the Tokyo Prince Hotel Park Tower on April 11, 2005, customers will be able to use the new card at even more establishments.

### Credit Saison Co., Ltd. (Tokyo Stock Exchange First Division: 8253)

1. Paid-in capital: Approximately ¥63.6 billion (as of fiscal year ended March 2004)

2. Primary operations: Consumer credit operations, lending businesses, product marketing and sales, etc.

3. Operating revenues: ¥29,697.0 billion yen (as of fiscal year ended March 2004)

As a leading-edge service provider, Credit Saison aims to become the leading company in the credit business by creating ideas for the new era of the card business. The Saison card is an international card featuring alliances with four international brands: MasterCard, VISA, JCB and American Express. Credit Saison ranks among the top credit card companies, with approximately 16,360,000 cardholders as of the end of September 2004. An industry leader in introducing benefits including a point system with no expiration dates, Credit Saison has consistently focused on developing services that take the customer's perspective, and will continue to further strengthen the card business with the aim of being the card of choice among customers.