

September 20, 2005
Credit Saison Co., Ltd.
American Express International, Inc.

A New Premium Credit Card is Born: The SAISON Platinum American Express Card

Credit Saison Co., Ltd. (Head office: Toshima-ku, Tokyo; President: Hiroshi Rinno; “Credit Saison”) and American Express International, Inc. (Global Network Services Division: New York, USA; President: Peter Godfrey; “American Express”) today announced that a new American Express Card, the SAISON Platinum American Express Card, will be issued from October 2005. Concept and benefits for the new card were developed with the full cooperation of American Express. Credit Saison will handle new card applications, issuance, service provision and other matters.

The aim of the new card, which combines the status of American Express with a package of travel and entertainment benefits, is to attract mid-level executive businessmen in their forties, career women in their thirties and other customers who have been unable to obtain such benefits with a current SAISON CARD.

The initial issue target is 50,000 cards. Credit Saison will take full advantage of American Express’s strength as an international brand to appeal to existing SAISON CARD cardholders as well as those with a strong appetite for overseas travel, such as young people who do not yet have a SAISON CARD and retired baby boomers.

In addition to preferred services offered by American Express at affiliated stores, the new card will offer a variety of other benefits commensurate with its 20,000 yen annual fee, including Priority Pass, which can be used at 450 airport lounges around the world, a call center that is accessible 24 hours a day, 365 days a year, and a travel concierge service. (See following page for details.)

In 1997, Credit Saison entered a business alliance with American Express to issue credit cards in Japan, and launched the SAISON American Express Card. This card, which can be used at all affiliated stores in American Express’s 200-country global network as well as over 1,700 travel offices and other locations around the world, has become especially

popular among the younger generation, who like to travel. In 2004, the total number of cardholders surpassed 500,000.

With the launch of the new SAISON Platinum American Express Card, Credit Saison aims to further enhance the premium value and service contents of its lineup, and attract a new customer segment.