

**Credit Saison (8253) Announces Financial Results for  
April–December 2010**

For the first nine months (April- December) of fiscal 2010, Credit Saison Co., Ltd. recorded the following consolidated business results: Operating revenue declined 6.7% year on year, to ¥219.2 billion, ordinary income was 6.0% lower at ¥30.9 billion, while net income for the period rose 10.8% to ¥18.9 billion. The operating environment in the credit card and non-banking sector remained severe, mainly reflecting full enforcement in Japan of the Money-Lending Business Control and Regulation Law, revisions to the Installment Sales Law, and the interest repayment claims. In this climate, Credit Saison is transitioning to a leaner corporate structure by expanding its presence in the payment settlement domain with a focus on credit cards, and revising its cost structure. The Company is also diversifying its earnings streams through extended fee businesses that combine its customer base and internet business assets, and finance business enhancement. Together with higher quality receivables from more robust credit control and collection systems, Credit Saison has been creating an infrastructure to underpin new growth strategies.

Overview of Operating Revenues for the Nine-Month Period

- (1) Credit Service Business (Operating revenues: ¥175.6 billion, down 6.8% YOY)

The Company expanded and enhanced services for the Saison American Express Card newly launched in line with its premium card strategy. We also reinforced ties with the retail sector, which included the issue of a new affiliated card with the Wal-mart Group. These actions lifted shopping transaction volume up 4.2% from a year earlier. The Company also worked to expand and strengthen its earnings structure. These efforts included opening the Company's net shopping mall to all net users aged 16 or older, and working to boost commissions through mutual exchange of customers with prominent online companies. Nevertheless, revenues ended lower overall, mainly due to contraction in the cash advance service market from full enforcement of the Money-Lending Business Control and Regulation Law.

(2) Finance Business (Operating revenues: ¥22.4 billion, up 4.6% YOY)

Operating revenues increased on higher earnings from the lease business and “Flat 35” long-term fixed-rate mortgage loans.

(3) Real Estate Related Business (Operating revenues: ¥10.2 billion, down 19.7% YOY)

With the real estate market undergoing a modest recovery, Credit Saison continues to sell off its real estate for sale.

### Overview of Operating Expenses for the Nine-Month Period

Overall operating expenses declined 5.1% year on year. Realizing a leaner cost structure has emerged as a vital issue in the current fiscal year. As a first step forward, the Company reduced costs associated with doubtful accounts by striving for better management of receivables. The number of receivable-related claims handled by lawyers and other third-party mediation has also declined. Moreover, in addition to improved efficiency from promoting low-cost operation, the Company successfully controlled all expenses, including advertising and personnel expenses, and financial costs.

Net income for the period rose 10.8% over the previous fiscal year, due to the fact that the increased amount of the non-tax effected provision in the deferred tax assets for the shopping points has been shrinked comparing with the same period of the last fiscal year.

In light of Credit Saison Group business performance and the operating environment during the nine-month period through the third quarter, the Company has revised its full-year consolidated business forecasts for fiscal 2010, announced on November 5, 2010. Details regarding these revisions are as follows.

Consolidated Financial Forecasts for the Fiscal Year Ending March 31, 2011  
(Millions of yen)

	Operating revenues	Operating income	Ordinary income	Net income
Previous forecast (A) (Announced November 5, 2010)	285,000	20,500	24,500	12,000
Revised forecast (B)	285,000	26,000	30,500	16,500
Change (B-A)	-	5,500	6,000	4,500
Percentage change (%)	-	26.8	24.5	37.5
(Reference) Results for previous fiscal year (fiscal year ended March 2010)	306,855	36,173	39,106	18,680

(Reference)

Non-consolidated Financial Forecasts for the Fiscal Year Ending March 31, 2011  
(Millions of yen)

	Operating revenues	Operating income	Ordinary income	Net income
Previous forecast (A) (Announced November 5, 2010)	241,000	18,000	21,000	8,500
Revised forecast (B)	241,000	23,000	26,000	12,500
Change (B-A)	-	5,000	5,000	4,000
Percentage change (%)	-	27.8	23.8	47.1
(Reference) Results for previous fiscal year (fiscal year ended March 2010)	257,924	30,661	33,787	16,137

◆Non-Consolidated Results for Credit Saison Co., Ltd. (April – December 2010)

- (1) New cardmembers acquired: 2.04 million (Down 13% YOY, 68% of current year's estimate)
- (2) New cards issued: 1.64 million (Down 16% YOY, 66% of current year's estimate)
- (3) Total No. of cardmembers: 28.39 million (Net increase of 100,000 since March 31, 2010)
- (4) Active cardmembers: 14.67 million (Net increase of 340,000 since March 31, 2010)
- (5) Active ratio: 52%
- (6) Volume of card shopping transactions: ¥3,019.7 billion (Up 4%)
- (7) Card shopping revolving credit balance: ¥303.9 billion (Up 1%)
- (8) Card cash advance balance: ¥428.9 billion (Down 22%)
- (9) Operating revenues: ¥183.4 billion (Down 6%)
- (10) Ordinary income: ¥22.4 billion (Down 17%)
- (11) Net income: ¥12.5 billion (Down 9%)