



Press Release

April 9, 2012
Citi Cards Japan, Inc.

**Citi Cards Japan to Launch New "Diners Club Business Card"
for Small- and Medium-Sized Businesses**

Citi Cards Japan, Inc. (hereafter "Citi Cards Japan") today announced the launch of the "Diners Club Business Card", a new product in its Diners Club Card line^{*1}, on April 9, 2012. The new card targets the executives of small- and medium-sized enterprises (SMEs), as well as private professionals such as medical practitioners and independent legal practitioners and sole business proprietors. In addition to providing payment options for business travel and entertainment costs commonly available with other credit cards, the Diners Club Business Card can be used for the settlement of office-related costs and other business expenses. Furthermore, a new function which will allow the card's spending data to be downloaded into an accounting software application is scheduled to be launched within the fiscal year.

Research shows that only one-fourth of executives of the approximately 4.3 million SMEs in Japan hold business credit cards. There is reportedly a strong tendency for these executives to make payments with cash or personal credit cards. Similarly, sole proprietors and private professionals often do not qualify for an ordinary corporate credit card, and presently do not view business credit cards as especially essential. By highlighting the convenience and merits of the business credit card to this particular segment, Citi Cards Japan aims to gain 50,000 members over the next three years.

The Diners Club Business Card will offer services such as revolving payments, cash advance and loans which are typically not available on ordinary business credit cards. The card also allows members to accumulate reward points for transactions by additional cards made for employees. In addition to all regular Diners Club services, members will be provided the same type of golfer insurance as the Diners Club Premium Card. For more details about the main services of the Diners Club Business Card, please see the information below.

Diners Club Business Concierge

This service, the first of its kind in the industry, allows members to receive answers to management questions and issues from experts free of charge. Members convey their requests by telephone to a concierge, who will submit a report containing solutions and survey data within three working days. Executives may use the services of the concierge as a dedicated advisor, in order to make their business more efficient. For further specialized consultation, there is also a service for referral to experts in the concerned field at a lower

fee available only to members.

Diners Club Business Lounge

Card holders may enter the members-only Ginza Salon operated by the Diamond Frontier Club^{*2} free of charge. The Salon, stocked with the latest publications of Diamond, Inc., can be used for meetings, business negotiations, or just to spend their free time in Ginza. Card holders will also be permitted to participate in open seminars at a special members discount fee.

Diners Club Business Offer

Under this program, members who pay for the purchase of office supplies and services required for their business using their Business Card will be given discounted prices at affiliated stores. For example, 50% of the initial registration fee and 20% of the monthly service fee will be discounted for online payroll, bookkeeping and accounting services, 50% of the initial registration fee and 15% of the monthly service fee will be discounted for accounting and payroll calculation, and consultation for areas such as business succession, inheritance and taxes will be provided free of charge for the first consultation.

Please see the appendix, or the webpage (<http://www.diners.co.jp/business>) for the details of services available with the Diners Club Business Card.

Marco Reverdito, Representative Director, President, and CEO of Citi Cards Japan, says as follows: "The new Diners Club Business Card mainly targets SME executives, private professionals and business proprietors. SMEs account for approximately 95 percent of the total number of companies in Japan, and as such, make a vital contribution to the nation's economy and industry. We consider them a key pillar, and our intention is to help Japanese SME executives and business proprietors conduct business more smoothly and efficiently by supporting their use of credit cards for business purposes, while also offering the extensive service of the regular Diners Club card."

*1 Citi Cards Japan has been offering a corporate card since September, 1977. This card, however, is directed to large corporations and differs from the Business Card described in this press release.

*2 The Diamond Frontier Club was established by Diamond, Inc. for the purpose of providing multi-faceted support to executives of companies of medium standing and venture firms as the core of Japan's next-generation industry. More information on it is available at <http://www.dfc.ne.jp/>.

Media contact:
03-6270-9848

Appendix

1. Card face



2. Card Overview

Annual Fee	Main Holder: 21,000JPY (tax included) (Two additional members free of charge, 5,000 JPY per member for additional cards)
Global Brand Card Level	Diners Club Regular
Card Credit Limit (in time of enrollment)	No preset spending limit
Closing Date / DD Date	15th of every month / 10th on the following month*1
Payment Method	Direct debit
Points Granted	1 point per JYP 10,000 purchase
Overseas Travel Insurance	Up to JPY 100 MM
Domestic Travel Casualty Insurance	Up to JPY 100 MM (50 MM for additional members)
Shopping Recovery	Up to JPY 5 MM annually
Golfer Insurance	Injury Death/Residual Disability Benefit up to JPY 3MM Injury Hospitalization Benefit up to JPY 4,500/day Injury Outpatient Visit Benefit up to JPY 3,000/day Liability Benefit up to JPY 100MM Hole-in-one/Albatross Benefit up to JPY 10MM

Diners Club Business Card Services	<ol style="list-style-type: none"> 1) Diners Club Business Concierge 2) Diners Club Business Lounge 3) Diners Club Business Offer
---------------------------------------	--

*1 If the date is not a business day of financial institutions, the next succeeding business day shall be the date of direct debit.

3. Regular Diners Club Card Included Services (selected)

Dining	<p>Executive Dining Free course meal for one person at select restaurants</p> <p>Signless Style Smart dining with no signing of bills</p> <p>Dining Cashback Maximum 20% cash back at over 600 restaurants</p>
Golf	<p>Free green fee Green fee free of charge for select courses (252 domestic, 10 overseas)</p> <p>Reservation of renowned golf courses Will make reservations for rounds at 55 courses</p> <p>Discount private lessons Up to 50% off private lessons at select schools</p> <p>Members only golf competition Enjoy the interaction between members at competitions held at prestigious courses</p>
Travel	<p>Domestic/International Airport Lounges Access to over 500 international and domestic airport lounges</p> <p>Domestic/International hotel preferential service Preferential services and rates at first class hotels and ryokans</p> <p>Taxi service to/from airport One-way free of charge (certain restrictions apply)</p>

<p>Entertainment</p>	<p>Konami Sports Club preferential services</p> <p>Discount and preferential services such as use of the club per visit like corporate members, and JPY 2,100 off monthly membership</p> <p>Discounts at select spas</p> <p>2. Health related preferential services</p> <p>3. Personal training, hotel fitness, horse-back-riding</p>
<p>Point Program</p>	<p>No expiration for Diners Club Points</p> <p>The points can be redeemed for products as well as mileage at 7 major airlines (for an annual fee of JPY 6,300)</p>

Please see <http://www.diners.co.jp/ja/> for further details