

NEWS RELEASE

Aozora Bank Announces Start of Internet Banking and *virtual Internet Branch* Services

Tokyo March 31, 2009 – Aozora Bank, Ltd. (“Aozora”, “the Bank”), a leading commercial bank, today announced the introduction of an Internet banking service together with the opening of its *Internet Branch* from April 1, 2009, aimed at retail customers.

Introduction of Internet Banking Service

Through the establishment of this new service, Aozora aims to demonstrate its commitment to putting the customer first, and adding to the great success of its range of time deposit products, such as *Aozora Direct*, with their attractive interest rates. Aozora’s Internet Banking channel is designed to provide our customers with the freedom to access their accounts online, 24 hours a day, including their time deposit products.

The new Internet Banking Service is complemented by Aozora’s team of financial advisors at our network of branches who remain committed to guiding customers through a wide range of time deposit and investment products that best suit the individual’s asset management needs.

Opening of the Aozora Bank virtual Internet Branch

For customers new to Aozora, or for those seeking enhanced product benefits, Aozora announced the launch of its virtual Internet Branch.

The new branch has teamed up with All Nippon Airways Co., Ltd., in order to create the unique *Aozora Air Miles* time deposit account. Customers will earn ANA miles for their deposits in this new account.

The further introduction of attractive products and services is planned for the future, taking full advantage of the convenience of the Internet.

Aozora Bank’s Acting CEO & Acting President, Brian Prince, commented, “This is an additional step towards our announced strategy to focus on the growth of our retail funding base, as well as our domestic franchise. In the period from January to March this year alone, the Bank achieved 20,000 new retail customers and increased deposits by 200 billion yen and we are focusing on greater convenience and service delivery for retail customers in FY2009.”

Senior Managing Executive Officer and Head of the Retail Banking Group, Takeyoshi Morikawa, added, “We are focusing on greater convenience and service delivery for retail customers and have enhanced the capabilities of our call center. We will be making effective use of the Bank’s three retail channels: the branch network, the call center, and the new Internet branch, with the aim towards increasing our retail success during FY2009.”

The Aozora Bank Internet Banking Service and Virtual Branch are secured by EV SSL Certificates, digital signatures email, and anti-phishing countermeasures in order to ensure that our customers’ online transactions remain secure.

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Overview of Products and Services

	Aozora Bank Manned Branch(*1) Internet Banking	Internet Branch
URL	http://www.aozorabank.co.jp/kojin	http://www.aozorabank.co.jp/netbranch
Products	<ul style="list-style-type: none"> • Ordinary deposit (*3) • Time deposit (*3) <p><i>Aozora Direct</i> time deposit Term: 1,3,5 years Deposit amount: 500,000 yen+</p> <p><i>Aozora Pocket</i> time deposit Term: 1, 2 years Deposit amount: 1 million yen+</p>	<ul style="list-style-type: none"> • Ordinary deposit (*4) • Time deposit (*4) <p><i>Aozora Net</i> time deposit Term: 6months, 1,3,5 years Deposit amount: 500,000 yen+</p> <p><i>Aozora Miles</i> time deposit (*2) Term: 1,3,5 years Deposit amount: 500,000 to 10 million yen</p>

(*1) Products are not available through the Internet Branch

(*2) Customers will be awarded 25 ANA miles each month for every 500,000 yen deposited in this new account

(*3) Passbook required for these accounts

(*4) No passbook required