

OMC Card, Inc.
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20 August 2007

Alliance between leading mass consumer electronics retailer Edion Group and OMC Card

“ee Card” launched - packed with special features!

- Including a unique 5-year long-term repairs guarantee and loyalty points features -

OMC Card, Inc. (Head office: Minato-ku, Tokyo; President & Representative Director: Shinji Ebata; hereunder: "OMC Card") and Edion Corporation (Head Office: Kita-ku, Osaka; President & Representative Director: Masataka Kubo; hereunder "Edion") have formed an alliance, and are pleased to announce the launch of the ee Card, with features including a 5-year long-term repairs guarantee and a loyalty points system. Solicitations will start at the Eiden Nagoya Minato and Takatsuji Shampia Port stores on 22 August, and will then be rolled out to other locations.



The new ee Card allows a choice between the JCB and VISA international brands, and also offers a 5-year long-term repairs guarantee on home electrical appliances and computers (selected goods only). It also comes with a points system giving ¥1 off purchases at the group's Eiden and Deodeo stores for every point earned, with 1 point being earned per ¥100 spent (excluding tax). In response to customer demand, we operate an on-site issuance service so the card can be issued in as little as 15 minutes from the time of application, and used straight away - making the ee Card extremely convenient as it can be used to pay for even high-priced consumer electronics items on the spot.

Edion's management philosophy is "Buy with confidence for long-lasting satisfaction", and the company's business operates by taking the customer's point of view, offering "remarkable goods" at "reassuring prices" together with "excellent service". The Edion Group operates through companies tailored to each separate region, with Deodeo focusing on the Chugoku, Shikoku and Kyushu regions, Eiden based in the Chubu region, and Midori Denka covering the Kansai region. This allows the group to offer a high-quality service tailored to each specific region, while still achieving the economies of scale generated by a single product procurement process for the whole group.

OMC Card is a credit card company with its roots in retail, and uses database marketing to build loyal customer bases and attract new customers, while also taking other initiatives to increase average customer spend and store visit frequencies. The Company has used this unique expertise to develop its MSP (Marketing Solutions Partner) Model.

Through the launch of the new co-branded ee Card, Edion and OMC Card aim to offer even better services to the two companies' customers.

Notes

[Card Overview]

1. Card name EIDEN ee Card / DEODEO ee Card
2. International brands JCB, VISA
3. Start of solicitations Rolling out gradually from 22 August 2007
4. Annual fees Permanently free
5. Cardholder service fees First year free, ¥1,029 (including tax) per year from second year onwards
6. Main card features
 - (i) On-site issuance service
With on-site issuance at Eiden Group stores, the ee Card can be used from the day of application.
 - (ii) 5-year long-term repairs guarantee
5-year long-term repairs guarantee on consumer electrical items with a manufacturer's guarantee of 1 year or more sold for ¥5,000 or more (excluding tax), and on own-brand computers (selected models).
 - (iii) Points system
1 point earned per ¥100 (excluding tax) spent at Eiden and Deo Deo group stores, whether by cash or by ee Card. Cardholders will also earn 1 point per ¥100 spent on the ee Card at stores displaying the JCB or VISA sign.

<For reference>

[Overview of Edion Corporation]

1. Representative President & Representative Director Masataka Kubo
2. Address 1-5-17 Dojima, Kita-ku, Osaka
3. Established March 2002
4. Paid-in capital ¥10,174 million
5. Business activities Holds stock in, and manages and administers subsidiaries whose main business is consumer electronics retailing
6. Number of Stores 1,066 (Group total as at end June 2007)
7. Website <http://www.edion.co.jp>

[Overview of OMC Card, Inc.]

1. Representative President & Representative Director Shinji Ebata

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|------------------------|-------------------------------------------------------------------|
| 2. Address | 2-16-4 Konan, Minato-ku, Tokyo |
| 3. Established | September 1950 |
| 4. Paid-in capital | ¥43,343 million |
| 5. Business activities | Credit cards, insurance, and other businesses |
| 6. Website | http://www.omc-card.co.jp |