

July 31, 2008

**AIFUL Launches Low Interest Consumer Loan Campaign**  
*Available with Online Application Via Personal Computer*

KYOTO — AIFUL Corporation announced today that it will launch a preferential interest rate campaign tomorrow. During the three-month campaign, the maximum interest rate for all new unsecured consumer loans (cash advances) applied for over the Internet will be 17.5%.

**1. Period of campaign**

The three months from August 1, 2008 to October 31, 2008

**2. Campaign interest rates**

6.8% to 17.5% (effective annual interest rates)

**3. Target customers**

- All customers completing new applications for unsecured consumer loans (cash advances) over the Internet during the period of the campaign.
- Customers who make application over the Internet but come to ATMs or branches to fulfill contract procedures are also eligible.

\* This campaign is limited to applications made via personal computer. It does not apply to applications made from mobile telephones.

To heighten customer satisfaction, AIFUL is striving to offer a diverse product lineup that will earn the confidence and trust of its customers, while moving forward with the reduction of lending interest rates. AIFUL has already lowered its maximum lending interest rate, commenced the marketing of loans for specific purposes (effective annual percentage of 9.8% to 17.0%), and reduced the lowest interest rate on unsecured consumer loans (cash advances) to 6.8%, among the lowest in the industry.

Looking ahead, AIFUL will continue to meet a broad range of customer needs by providing convenient access to attractive products and services.

**AIFUL Corporation**

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