



AIFUL Corporation

Press Release

November 24, 2010

AIFUL Takes Additional Steps to Strengthen Business Position

KYOTO, November 24, 2010 — As detailed in the press release dated October 25, 2010 (*AIFUL Announces Steps to Strengthen Business Position* in Japanese), AIFUL Corporation is presently taking steps to enhance its business position by implementing various cost reduction measures including the suspension of television commercials and reduction of unstaffed outlets.

Recently, a major consumer finance company commenced steps to petition for protection under the Corporate Reorganization Act, which may trigger a significant increase in demand for interest repayment. These and other factors could potentially raise the severity of business conditions facing the consumer finance industry. AIFUL has made the decision to take additional steps to strengthen its business position, encompassing the subsidiaries of the AIFUL Group, with the aim of achieving further cost reductions and business efficiency improvements.

1. Closing of Eastern Japan Contact Center

AIFUL will close the Eastern Japan Contact Center (Tama City, Tokyo), which provides credit management and debt collection services to AIFUL Group companies. The credit management and debt collection operations that the Eastern Japan Contact Center provides to AIFUL and LIFE Co., Ltd. will be transferred to and integrated into the operations of the Western Japan Contact Center (Kusatsu City, Shiga Prefecture), to be gradually phased in and completed by June 31, 2011.

2. Laying Off of Non-Permanent Employees of Eastern Japan Contact Center

With the closing of the Eastern Japan Contact Center, AIFUL will end the employment contracts of approximately 270 non-permanent employees of AIFUL and LIFE Co., Ltd. who currently are employed at the center.

3. Termination of LIFE Play Card Consumer Finance Service

LIFE Co., Ltd. will terminate the LIFE Play Card consumer finance service effective late March 2011. The termination of the service will enable LIFE Co., Ltd. to concentrate its business resources on the core credit card business to enhance the company's business position.

4. Impact on Earnings Results

AIFUL has not disclosed an earnings forecast for the fiscal year ending March 31, 2011, due to difficulties in reasonably estimating earnings projections at the present time. This decision is predicated on the large number of uncertain factors that exist at present, including the impact from enforcement of the money lending business act and concerns about a substantial increase in demand for interest repayment. In the event that during the current fiscal year AIFUL is in a position to disclose earnings forecasts based on the impact of these measures on earnings results, AIFUL will release this information in a timely manner.