

## **CFJ K.K. launched new TV commercials for its 3 brands**

Unimat Ladys offers “smart planning for smart ladies,” hiring Chiriko Sakashita  
AIC and DIC promote “Nothing more precious than you” with Aki Higashihara

Tokyo, June 3, 2005 – CFJ K.K. (Shinagawaku, Tokyo; President Stephen Bird) has launched new TV commercials for its 3 brands, Unimat Ladys, AIC and DIC. The commercial reflects CFJ's strong belief in communicating its core values of trust, responsible planning and customer advocacy. Also the new commercials highlights message that customers should be responsible for their financial planning. To deliver the message that “**Plan your finances and plan your life,**” Unimat Ladys newly hired celebrity Chiriko Sakashita, who actively shows up in entertainment programs on TV, while AIC and DIC continuously hired Aki Higashihara.

### **1. Concept of Unimat Ladys Commercial**

The core idea of the Unimat Lady's commercial strengthens the planning message by depicting that a Smart Lady is one who would plan wisely and well in advance. While Chiriko Sakashita's personality on-screen in fun and quirky, the new commercial actually shows her planning and preparing in advance to achieve her goal. The objective is to communicate that a Smart Lady plans all aspects of her life well in advance.

The concept of the new commercial is to be applied to Unimat Ladys' Internet site <<http://unimatladys.jp/>>, posters and leaflets. CFJ has also taken the concept of Smart Planning further and introduced \*Smart Planning\* in daily lives through print media under the title “bacchiriko” which means perfect planning.

The Unimat Website also contains tips on Smart Planning by Chiriko linked to finances as well as planning in daily life. < <http://unimatladys.jp/chiriko/>>

### **2. Concept of AIC and DIC Commercials**

By singing “Nothing more precious than you,” Aki Higashihara in branch staff uniform delivers the core message that there are more important things than money and that there is nothing more important than you. The goal of this commercial is to highlight the theme of planning, stressing that there are many more important things to life than just money. The core theme is to be applied to all marketing efforts going forward.

### Date of New Commercial Launch and TV Stations

The new commercial started the first week of April, 2005.  
Following TV stations are airing the commercials;

National:	Nippon TV, TV Asahi, TBS, TV Tokyo, Fuji TV
Kanto:	Fuji TV, TV Asahi, TV Saitama
Kansai:	Asahi Broadcasting
Chubu:	Nagoya TV

Going forward CFJ President Stephen Bird says, “CFJ will continue to emphasize the message of responsible planning through its marketing communications. We want to assist our customers in planning their lives in a sincere and responsible manner. This is a manifestation of the core values that guide everything we do – Trust, Responsible Planning and Customer Advocacy. “

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#### About CFJ K.K.

CFJ K.K. is an operating company of CitiFinancial International, a member of Citigroup. As a personal loan company, CFJ responds to customers' financing needs, through its three brands including AIC, DIC and Unimat Ladys, operating in Tokyo headquarter, operations centers in Harumi (Tokyo) and Namba (Osaka), branches and approximately satellite offices throughout Japan.

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