



Press Release

February 17, 2010  
Citi Cards Japan, Inc.

**Diners Club Presents  
A First-of-its Kind Jazz Contest on YouTube  
9 Winners to Perform at Blue Note Tokyo**

Citi Cards Japan, Inc., the issuer of Diners Club credit card, and YouTube™, a web-based video sharing service provider, launched “Diners Club Presents – Jazz Session on YouTube.” This was the first time in the world of jazz for a contest to be held on YouTube. Application period closed on the 11<sup>th</sup> of January, and over 400 applications were accepted. We are pleased to announce the 9 Excellent Award winning artists selected by the judges among the 65 submissions that cleared the initial screening of YouTube viewer poll.

The winners are invited to perform on stage at the final event with legendary jazz pianist Bob James, drummer Akira Jimbo and bassist Tetsuo Sakurai at Blue Note Tokyo on Sunday February 21, 2010:

All winners’ performances in the contest are available at <http://www.youtube.com/ytjazzjp>

« Excellent Award »



**【Guitar Category: naotothebomb】**  
<http://www.youtube.com/ytjazzjp#p/f/1/RAwuMrzFaJY>



**【Others Category: BLACKBLACK618】**  
<http://www.youtube.com/ytjazzjp#p/f/3/snqi8mKvFW0>



**【Vocal Category: dynamitemiki】**  
<http://www.youtube.com/ytjazzjp#p/f/5/zw3Z5JhD3z8>



**【Horns Category: saxmatsuda】**  
<http://www.youtube.com/ytjazzjp#p/f/6/0F9o2dP3wEc>



【Drums Category: tinouetanpopo0613】  
<http://www.youtube.com/y jazzjp#p/f/7/IKtYyjHtIRY>



【Drums Category: ryoryo427】  
<http://www.youtube.com/y jazzjp#p/f/8/QJUrgmiU5Tk>



【Guitar Category: storatosabre】  
<http://www.youtube.com/y jazzjp#p/f/9/11dL5B0emQo>



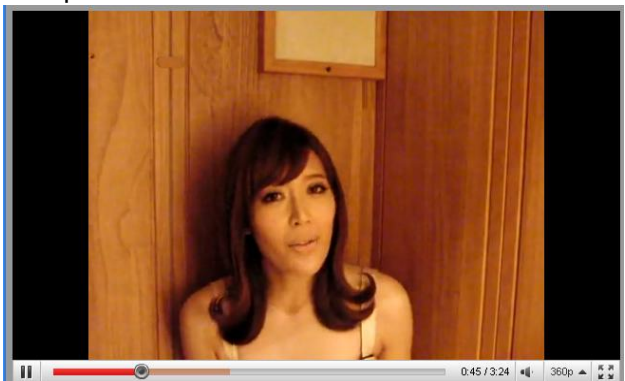
【Bass Category: ASATAKA40】  
<http://www.youtube.com/y jazzjp#p/f/10/MZfZBVzTJwg>



【Piano Category: choro264】  
<http://www.youtube.com/y jazzjp#p/f/11/DSBPXTzNBII>  
《Top Vote-Getter Award》



《Most View-Getter Award》



【Vocal Category: 4649rico】  
<http://www.youtube.com/y jazzjp#p/f/4/J9-TKzmJ0iA>



【Guitar Category: acousphere】  
<http://www.youtube.com/y jazzjp#p/f/2/AhGGHV8jCl0>

The judges commented as follows:

**【Mr. Yozo Iwanami】**

“I was surprised by the high skill level overall. The arrangements, swings, expressions—there are artists who are performing at professional level. I’m excited and look forward to the live session.”

Mr. Iwanami has been active as a freelance critic in jazz and popular music since 1965 after serving as the chief editor of the jazz magazine “Swing Journal.” He also has been writing liner notes for top musicians in addition to magazines and newspapers. After serving as an instructor at Tokyo University of Arts and Toho Gakuen School of Music, he has served as a guest professor at the graduate school of Shobi Gakuen University and as an instructor at Musashino Institute of Foreign Languages.

**【Mr. Takafumi Mimori】**

“I was happy to know that many more artists applied beyond our expectations. So many brilliant artists! There were many interpretations of jazz. I applaud all the applicants for their masterful technique, imagination and originality.”

Mr. Mimori joined the issuing company of jazz magazine “Swing Journal” after graduation. He served as the deputy editor from 2000 and became the 8<sup>th</sup> chief editor in Feb. 2005.

**【Mr. Yujin Naito】**

“I was impressed especially by how high the talent level was in the Guitar Section. Various types of guitars were used by the artists, and the phrasing had individuality. I could feel the long history of jazz guitar through the performances, which was made possible by the use of videos for the contest.”

Mr. Naito served as the chief editor of “Jazz Life,” and his books include “Hajimete no Jazz (First-Time Jazz)” and “Jazz Guide Book.”

**【Contest Summary】『Diners Club Presents - Jazz Session on YouTube』**

**Application and Evaluation Methods**

Application Period:	November 16, 2009 – January 11, 2010
Voting Period:	December 1, 2009 – January 17, 2010
Eligibility:	Limited to residents of Japan only. * Minors must obtain the permission of guardians before participating. Winners who are younger than 18 years of age will not be able to participate in the final event.
Application Method:	Entry by accessing YouTube site <a href="http://www.youtube.com/user/YTJazzJP">http://www.youtube.com/user/YTJazzJP</a> . For details on terms and conditions of the application, please access YouTube top page→channel page→contest page.
Instrument Categories:	Piano, bass, guitar, vocal, horns, drums, others
Submission Tunes:	But Not for Me, Summertime, I Got Rhythm, Someone to Watch Over Me, My Foolish Heart
Duration of Video Footage:	Maximum of 5 minutes (videos longer than 5 minutes will be evaluated based on the first 5 minutes).
Chief Judge:	Yozo Iwanami (Jazz Critic)
Judging Panel:	Bob James, Takafumi Mimori (Swing Journal editor), Yujin Naito (Jazz Life editor), etc.
Evaluation:	First round on December 1, 2009 – January 17, 2010. Narrowed down to a maximum of 70 people based on the votes from viewers. Final round on January 18 – January 31, 2010. The evaluation by the panel of judges based on technical skills, vitality and musical arrangement.
Awards:	Excellent Award(10 winners at max selected by judge panel are awarded to participate in the final event) Top Vote-Getter Award (special prize for highest score) Most View-Getter Award (special prize for highest number of views)

Announcement of Award Recipients:	Announced on YouTube from February 10
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#### Details of the Final Event

Location:	Blue Note Tokyo, Raika Building, 6-3-16 Minami Aoyama, Minato-ku, Tokyo 107-0062
Date:	Sunday, February 21, 2010; 17:30 – 19:30 (doors open at 16:30)
Participating artists:	Bob James (key), Akira Jimbo (ds), Tetsuo Sakurai (b), etc.
Event Structure:	Joint session by Excellent Award winners and the guest artists Live performance by the guest artists

#### Participating Artist Profile

Bob James	Released 27 albums and nominated for the Grammy Award 12 times. Considered one of the current American jazz greats.
Akira Jimbo	A top drummer at the forefront of the music scene since making professional debut as a member of Casiopea Japanese jazz fusion band. Invented a unique style of performance called MIDI Drum Trigger System. Featured in Newsweek's "The Top 100 Respected Japanese" in 2007.
Tetsuo Sakurai	Currently a member of Casiopea Japanese jazz fusion band. Released a total of 42 albums since professional debut. Engaged in a wide range of activities through both musical composition and bass play.

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#### About Citi Cards Japan, Inc.

Citi Cards Japan, Inc. operates the credit card business in Japan for Citigroup, one of the world's largest issuers of credit cards. Citi Cards Japan brings together the strengths of Diners Club, a credit card pioneer in Japan renowned since 1960 for its service and status, and Citi Card, which leverages Citigroup's expertise in global markets to offer a strong suite of products and services for its card members.

#### About Diners Club

Diners Club was established in New York, U.S.A. in 1950 as the world's first credit card company. Since its business commencement in Japan in 1960, Diners Club has been firmly known as the status card marking the 50<sup>th</sup> Anniversary Celebration in 2010.

#### About Blue Note Tokyo

Blue Note Tokyo is the Tokyo outpost of legendary Blue Note in New York, which commemorated its 20<sup>th</sup> anniversary in November 2008. Blue Note Tokyo serves as a venue where one can enjoy fine cuisine and beverages together with music by top artists in the field of jazz as well as other musical genres. It continues to evolve as a jazz club for mature music lovers to gather, relax and share thrills and joys of music.

#### Event-Related Contact:

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