



Press Release

June 3, 2010
Citi Cards Japan, Inc.

**Diners Club Unveils Comprehensive Dining Program
Exclusively For Its Card Members**

**Enhancing the Dining Experience as a Component of 50th Anniversary
Commemoration of Its Service in Japan and Commitment to Its Customers**

Citi Cards Japan, Inc. (hereafter Citi Cards Japan), the issuer of Diners Club credit card (hereafter Diners Club), announced today the launch of a comprehensive dining program exclusively for its card members as a component of its 50th anniversary commemoration and commitment to providing its card members with a best-in-class experience. In line with its business strategy to be the leading lifestyle credit card for the affluent, Diners Club is placing a renewed focus on dining. As the first credit card in Japan, Diners Club understands that dining is deeply embedded in Japanese culture and lifestyle. As such, the new dining program was developed to provide Diners Club card members with opportunities to dine not only in style but also smartly.

Marco Reverdito, Representative Director, President and CEO of Citi Cards Japan commented: "I am extremely pleased to be able to launch the new dining program this year as Diners Club celebrates its 50th anniversary in Japan. Diners Club has deep roots in dining, since the card originated as a credit card for dining. I believe that existing and prospective card members will enjoy its uniqueness as well as significance of its breadth. I am confident that the exclusive and premium dining experiences will help shape and define the dining culture in Japan."

The following are the details of new and upcoming components of the dining program:

Diners Club Presents Japan Restaurant Week 2010: Tokyo Premium

In pursuit of preserving as well as advancing the dining culture in Japan and developing a new dining tradition among Japanese people, "Diners Club Presents Japan Restaurant Week 2010 Tokyo Premium" will take place from July 30 to August 31, 2010. Throughout the duration of the event, special menu prepared at some of the most popular and famous restaurants will be available at a special price. The inaugural session will be focused on five key areas within and near Tokyo (Ginza, Marunouchi, Roppongi, Omotesando and Yokohama) with more than 70 restaurants participating.

Cash Back Dining Program

A new complimentary dining discount program that will provide 10% or 20% cash back on spend at more than 650 popular restaurants nationwide (the number of participating restaurants will increase to more than 1,000) will be launched for Diners Club card members in the summer of 2010. Restaurants that will offer cash back include Il Mulino New York in Roppongi Hills, Breeze of Tokyo in Marunouchi and Sabatini di Firenze Tokyo in Ginza.

Corporate Partnership with Alain Ducasse Entreprise

Citi Cards Japan and Alain Ducasse Entreprise have entered into a new corporate partnership. This is the first time Alain Ducasse has entered into such a broad and comprehensive partnership and is a testament to both organizations' commitment to preserve and advance the dining culture in Japan. Together, a wide-ranging privileges and experience will be provided exclusively to Diners Club card members throughout the

year—not only in Japan but globally (please see appendix for details).

Relais & Châteaux Exclusive Sponsorship

As the exclusive sponsor of Relais & Châteaux, Diners Club will be collaborating with Relais & Châteaux to provide one-of-a-kind dining events throughout the year with Relais & Châteaux member hotels, traditional inns and restaurants.

The first event that will mark the establishment of this partnership took place on Monday, May 31, 2010 at the French Embassy. The special evening was supported by four of the leading restaurants in Japan—La Becasse, Restaurant Hotel de Mikuni, Restaurant Sant Pau and Chateau Restaurant Joel Robuchon—and featured signature dishes by each. Additional similarly distinctive dining events with Relais & Châteaux will be held at later dates.

Enhancement of Existing Services and Privileges

■ Diners Club Cafe Lounges

“Special Privilege at Gucci Café” was introduced in March 2010 to great excitement. This unique and exclusive partnership enables Diners Club members to enjoy world-class service at the Gucci Café with complimentary welcome drink service. Due to the success of the service launch and great demand from our card members for similar access at other locations, the following restaurants / lounges will provide similar privileges

[Complimentary Drink Service from August 1, 2010]

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|-------------|-------------------------------------|
| Omotesando: | Benoit Tokyo |
| Osaka: | Le Comptoir de Benoit |
| Kyoto: | Kurochiku’s RIVA SPA and Bar HONAMI |

■ Diners Club Executive Dining

Diners Club Executive Dining is a popular dining service that allows a companion to enjoy a course menu for free at selected restaurants. From April 2010, the service is complimentary for all Diners Club members, and the number of restaurants is being increased on a monthly basis due to overwhelming popularity and satisfaction from customers. Initially launched with less than 30 locations, there are now over 80 restaurants around the country with approximately 30 more being added by June and another 50 by September.

■ Diners Club Signless Style

Diners Club Signless Style provides the flexibility to allow card members to settle transactions neither without taking the credit card out nor signing the bill. Popular for use at special occasions and business meetings, Diners Club Signless Style is the only service of its kind to make the transaction process smooth and efficient providing not only convenience but ultimate in status. Launched initially with 12 restaurants, the participating restaurant network is continually being expanded to add relevant and appropriate establishments and now numbers more than 200. Recent additions include Hinokizaka and Restaurant Forty-Five at The Ritz-Carlton Tokyo. Moreover, Diners Club Signless Style has expanded into spa and travel categories to provide even more opportunities to leverage the service.

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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 50th Anniversary Celebration in 2010.

APPENDIX

Les Rendez-vous culinaires japonais

Les Rendez-vous was started in commemoration of 150th anniversary of friendly relations between France and Japan. As an embodiment of French and Japanese cultural exchanges, the event partners Executive Chef of Beige Alain Ducasse Tokyo with some of the leading and pioneering Japanese chefs to create memorable, one-time-only fusion of Japanese and French cuisines within a single menu.

Diners Club is the exclusive sponsor of this event and provides special privileges such as Diners-exclusive pricing, welcome aperitif with the chefs and unique cooking demonstration by the chefs.

Dates:

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| Session I: | Nobuhisa Yoshida from Shuhaku June 17-19, 2010 |
| Session II: | Yoshichika Masuda from Shinsaibashi Masuda August 13-15, 2010 |
| Session III: | Hiroshi Sasaki from Gion Sasaki October 28-31, 2010 |

Fou de France Bistrot

Fou de France Bistrot, produced by Alain Ducasse since 2003, invites accomplished chefs from various regions of France to enable Japanese to experience authentic bistro cuisine. Six chefs will be participating for the 2010-11 year.

Diners Club is a special sponsor of this event and will be offering attractive benefits during the event, including Diners-exclusive pricing and privilege of one complimentary dish to complement the course menu.

Dates in Tokyo at Benoit Tokyo:

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|-----------------------|-----------------------|
| June 10-15, 2010: | Au Lyonnais (Paris) |
| September 9-14, 2010: | Bistro de Lyon (Lyon) |
| January 20-25, 2011: | La Tupina (Bordeaux) |
| March 3-8, 2011: | Thoumieux (Paris) |

Dates in Osaka at Le Comptoir de Benoit:

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|-----------------------|---|
| July 22-27, 2010: | Maison Constant – Café Constant & Les Cocottts (Paris) |
| November 11-16, 2010: | Mon Vieil Ami (Paris) |

Ginza Marche d'Alain Ducasse

Alain Ducasse seeks to recreate a marketplace to provide attendees with the unique opportunity to learn about the ingredients being used at the restaurant. As a Special sponsor of the event, Diners Club card members will have the exclusive opportunity to take a guided tour when the event is closed to the public as well as be the first ones to dine the new summer lunch menu created with ingredients that are being showcased at the event.

Date: July 7, 2010

Place: Beige Alain Ducasse Tokyo

Lecon Gourmandes

Cooking demonstration classes with executive chefs at Beige Alain Ducasse Tokyo, Benoit

Tokyo and Le Comptoir de Benoit will be held for Diners Club members. To be held multiple times throughout the year, the theme will be changing constantly so that attendees will be able to learn a full course menu and be eligible to earn a “diploma” from Alain Ducasse.

Diners Club Presents One Night Only: Hommage to Japanese Culture

This event pays respect to uniqueness of Japanese culture by combining a cultural performance and seasonal course menu specially designed for that occasion in person by Alain Ducasse himself. The event, closed to the public and held only for Diners Club card members, featured reknowned musician Hideki Togi last year. This year, Diners Club is proud to once again partner with Beige Alain Ducasse Tokyo to hold a memorable event in collaboration with Alain Ducasse and famous kabuki actor Danjuro Ichikawa only for Diners Club customers.

Date: September 18, 2010

Place: Chanel Nexus Hall in Chanel Ginza Tower and Beige Alain Ducasse Tokyo

Performer: Danjuro Ichikawa (Kabuki actor)

Domestic Privileges at Alain Ducasse Restaurants

Diners Club customers will be eligible for special benefits at the three Alain Ducasse restaurants operated in Japan. At Beige Alain Ducasse Tokyo, card members will be treated to aperitif service. At Benoit Tokyo and Le Comptoir de Benoit in Osaka, they receive welcome champagne as well as 10% discount.

Overseas Privileges at Alain Ducasse restaurants

Diners Club card members will receive special privileges (to differ by location) at many of the Alain Ducasse restaurants around the world, including Alain Ducasse au Plaza Athenee and Le Jules Verne at the Eiffel Tower in Paris, Alan Ducasse at The Dorchester in London, Le Louis XV in Monaco, Sppon by Alain Ducasse in Hong Kong and Adour Alain Ducasse at The St. Regis New York.