

I. 41st Closing Announcement and IR Explanatory Meeting

Takefuji Corporation would like to announce the schedule and venue of its 41st Closing Announcement and IR Explanatory Meeting as follows:

[Closing Announcement]

Schedule : 3pm on Thursday, May 8, 2008
 Venue : Kabuto Press Club, Tokyo Stock Exchange

[IR Explanatory Meeting]

Schedule : 1:00 pm to 2:00 pm on Friday, May 9, 2008
 Venue : Quarante A at Roppongi Academyhills 40
 Address : Mori Tower 40th FL in Roppongi Hills, 6-10-1, Roppongi, Minato-ku, Tokyo 106-6149
 Telephone : 03-6406-6220



Nearby Stations	: Tokyo Metro	Hibiya Line Roppongi Station	3 min. walk (Direct link to concourse)
		Nanboku Line Azabu-Juban Station	12 min. walk
		Chiyoda Line Nogizaka Station	10 min. walk
	Toei Subway	Oedo Line Roppongi Station	6 min. walk
		Oedo Line Azabu-Juban Station	9 min. walk

For further information, please contact Investor Relations at ir_info@takefuji.co.jp

*The summary of operation in March is not reported in this issue due to the silent period, but will be reported at the closing announcement.

II. National Branch Office Managers' Meeting Held after 5 Years

“National Branch Office Managers’ Meeting 2008” was held at the large conference room of Hotel Nikko Tokyo in Daiba, Tokyo on April 10, 2008, with participation of 500 employees and directors from across the nation and from the headquarter. It was held for the first time after 5 years and many of the branch office managers were first-time participants.

The conference was held to share the awareness of the employees for the change from “Takefuji, as a consumer finance company” to “Takefuji, as a nonbank,” under the theme of “recursion to the origin and enhancement of compliance.”

Why did Takefuji Corporation become the top in the sector? The reasons were that the Money Lending Business Control Law was based on our internal rules, which were created to protect customers and the company, and that we pioneered the policies to emphasize on compliance and customers to grow with them. All participants reassured the meaning of “customer first,” which is the source of our growth. Following the announcement of branch offices with good compliance, while management personnel spoke directly to the participants over marketing strategies of the current year, such as fulfilling the mission of a nonbank, and building relationships of trust with customers, all the participants were united to experience the bustling conference.

Regarding this year as the time for internal reinforcement toward the complete enforcement of the Money Lending Business Law in 2010, at Takefuji Corporation, we unify our efforts to work on even more thorough compliance and further improvement of business ethics.



III. Notice of New Products

Takefuji Corporation has been offering various products as we recognize that the mission of a nonbank is to appropriately and lawfully respond to individual customers' requirements in a timely manner. In accordance with our sales and marketing strategy, we started offering new products on April 11, 2008. For details, please refer to the news releases of April 10, 2008.

"Formula Loan"

"New Style Loan"

IV. CSR Activities

We report our CSR activities of Fiscal Year ended March 2008, based on our CSR policy of "trusted by people and communities, contribute to people and communities." With the employees' awareness of CSR improving, we witnessed the progress, such as increased number of participants. All the employees continue even more proactive CSR activities.

CSR Activities in Fiscal Year Ended March 2008

April	-669 employees and directors participated in the 3 rd Takefuji Volunteer Month (until May)
June	-Participated "Black Illumination" in Ginza and Dotonbori to prevent global warming
July	-Sent relief goods and condolence money to the areas affected by Niigata Prefecture and Chuetsu offshore earthquake
August	-120 employees and directors participated in Mt. Fuji cleaning in unison
September	-Started collecting plastic bottle caps to purchase vaccines for children in developing countries -Conducted CO2 emission assessment
October	-Joined "Team -6%"
November	-769 employees and directors participated in Ashinaga P Walk 10
December	-17 employees worked as volunteer sales staff at a concession stand run by a sheltered workshop for the intellectually challenged at V. Premier League in Fukaya
January	-Participated in a charity bazaar held by Nippon Volunteer Network Active in Disaster, NGO -Invited 166 children from children's institutions to V. Premier League games
February	-103 employees and directors participated in JCFA blood donation -Posted Takefuji's CSR report at Environmental Report Plaza, a website under the jurisdiction of METI
March	-156.7kg used stamps were collected since April 2007 for the aid to developing countries

Ashinaga P-Walk



Mt. Fuji Cleaning in Unison



JCFA Blood Donation



Sales Volunteer

V. New TV Commercial Message on-Air

"Newspaper," the New TV Commercial Message on-Air

The new TV commercial message of Takefuji Corporation will be on-air from April 19, 2008, sequentially across the country.

The enthusiastic main cast is continuously Mr. Takenori Emoto, a baseball commentator. Ms. Yuri Hirakawa is cast for a female employee. She gives a refreshing impression due to the renewed female uniform after 17 years.

The new CM is enlightenment to the customers regarding regulated information on borrowing cash. "Newspaper" is used in a symbolic way. The scenario is that a picture of Mr. Emoto in our newspaper advertisement comes out of the papers to sincerely and understandably tell the viewers the importance of "Confirming the contractual coverage," "Focusing on the balanced earnings and spending" and "Planning feasible repayment" when borrowing cash, while he walks on the papers. In the end, the pictures of female employees in the newspaper come out and pleasantly greet to emphasize that we always focus on hearty customer service with a smile. It is a new type of CM that appeals "Takefuji as a nonbank."

We continue to pursue "customer first," our management policy and unify the efforts of the whole company so that Takefuji will grow out of the current field to take off to the new stage as a nonbank.

