

I. Announcement and Presentation of Financial Results of the 2nd Quarter

TAKEFUJI CORPORATION (the Company) would like to announce the schedule and venue of the announcement and the presentation of the 2nd quarter financial results for the fiscal year ending March 31, 2009.

[Announcement]	Time and date	: 3 PM on Thursday, Nov. 6, 2008			
	Venue	: Kabuto Press Club at Tokyo Stock Exchange			
[Presentation]	Time and date	: 3:30 PM to 4:30 PM on Friday, Nov. 7, 2008			
	Registration	: Starts at 3:00 PM			
		※We kindly ask for your business card at the registration counter			
	Venue	: Aoi Room, Toranomon Pastoral Hotel			
	Address	: 〒105-0001 4-1-1 Toranomon, Minato-ku, Tokyo, Main building 1F			
	Tel	: 03-3432-7261			
	Access	: Tokyo Metro Hibiya Line	Kamiyacho station	2 min. walk	
			Ginza Line	Toranomon station	8 min. walk

For details, please contact our IR office. E-mail: ir_info@takefuji.co.jp

※The summary of operation in September is not reported in this issue due to the silent period, but will be reported at the 2nd quarter financial results announcement.

II. Notice of New Brand: “Benecere”

- A valuable card not only for myself, but also for somebody else, and with cumulative points is born –

We have established a new brand, “benecere,” and “benecere card” with “gratitude and sincerity” not only to customers but also to the society, which let us grow, beyond contracts with between customers and us.

The word, “benecere,” is a compound word of “benefit” and “sincerity.” With benecere card, customers can participate in social contributing activities as well as saving points.

<Features>

1. In terms of public “benefit”, one yen per customer will be donated to charity bodies every month from the interest received. (There is no additional cost to customers.)
2. As an expression of “gratitude and sincerity,” the accumulated points can be used to repay loans, or transferred into other companies’ points and exchanged with gifts.
3. There are 4 types of cards; Basic, Gold, Platinum, and Black.
(Please note that subject to our criteria, it may not be possible to satisfy all requests.)

In order to develop benecere brand, we opened a mobile phone site, “benecere yen-joy site.” Targeting on the young generation, the site is created in a way that the brand will penetrate while becoming familiar with “benecere.”

We continue to fulfill our social mission as a non-bank lender by appropriately and lawfully meeting the financial needs through keen development of new products

*For details, please refer to our News Release

“Notice of New Brand: ‘benecere’”

“Notice of Opening of ‘benecere Yen-joy Site’”

III. Establishment of “TAKEFUJI CORPORATION Management Ethical Charter”

The Company has been striving to fulfill its social mission as a consumer finance company, considering “Ethical Charter of TAKEFUJI CORPORATION, Code of Conduct and Principles of Behavior” as the center of management. Responding to the principle-based efforts, which is the first pillar of FSA’s “Better Regulation” (improving the quality of financial regulation and supervision), we voluntarily integrated our previous “Ethical Charter of TAKEFUJI CORPORATION, Code of Conduct, and Principles of Behavior,” in a constructive way and established the new Management Ethical Charter of TAKEFUJI CORPORATION.

As stated in the basic philosophy of the charter, we continue to strictly adhere to our founding spirit of Customer First and provide high quality financial services in order to earn the trust of communities and to make positive contributions to society.

For details, please refer to

[TAKEFUJI CORPORATION Management Ethical Charter](#)

IV. CSR Activities

Donating Used Eye-Glasses

As part of our CSR activities, the Company has been donating to guide dog associations since 1984, making monetary donation to areas affected by disasters, and donating items to institutions for those who are intellectually challenged.

We donated used eye-glasses to Sri Lanka through NPO “Japan center for Education, Culture, wild life and Nature conservation in Asia”. In Sri Lanka, there are many people who cannot afford to buy expensive eye-glasses, even if their eye sights deteriorate due to malnutrition. The donation is to let them use the eye-glasses which are no longer appropriate or in use.

Takefuji will continue to more actively engage in CSR activities in order to make contribution to not only Japan but also various countries and areas.

BAMBOO NEWS



● Victory in 2008V•Summer League

The final tournament of 2008V•Summer League was held on Sat., September 20 and Sun., September 21 at Kasugai City Gymnasium in Aichi Prefecture. The top four teams from Eastern and Western division played against each other. In the end, Takefuji Bamboo unified their strength and won the championship, winning all three games.

The objective of the tournament was to train young players, and Takefuji Bamboo’s young players, side-attacker Ms. Sawahata and center player Ms. Ishikawa made splendid contributions. Also setter Ms. Hirai showed good leading, obtaining the MVP, and will make a good spur to V premier league starting in November.

We would like to express our heartily thanks for cheering and also to ask for your encouragement in the future.

※Results of games

- No.1: Takefuji Bamboo
- No.2: Hisamitsuseiyaku Springs
- No.3: Okayama Seagulls
- No.4: NEC Red Rockets

※Personal Prize

MVP: Hirai Masae (Takefuji Bamboo)

