



May 13, 2008

For immediate release

Registered Company Name: Aeon Credit Service Co., Ltd.
President and CEO: Kazuhide Kamitani
Stock Listing: Tokyo Stock Exchange, First Section
(Code No.: 8570)
Contact: Yoshitaka Yamada,
Director, Chief General Manager Administration
(Phone: 03-5281-3373)

Notification Concerning the Price of First Offer of New Share Subscription Rights (Share-Reward Type Stock Option)

AEON Credit Service Co., Ltd. hereby announces that the price of its first offer of new share subscription rights to its board directors (share-reward type stock option) in the fiscal year 2007 has been determined as below.

Notes

1. Name of the New Share Subscription Rights to Be Offered
AEON Credit Service Company Limited First Offer of New Share Subscription Rights (Share-Reward Type Stock Option)
2. The Offering Price of the New Share Subscription Rights
JPY125,600 per new share subscription right (The new share subscription right is offered as a form of director compensation at the stock value deemed fair by the accounting method as at the date of allotment. Therefore, payment of the price in exchange with the exercise of the new share subscription right is not required.)

[Overview of the First Offer of New Share Subscription Rights (Share-Reward Type Stock Option)]

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| (1) Date of resolution on director compensation by general shareholders meeting: | May 15, 2007 |
| (2) Date of resolution by the board of directors meeting: | April 4, 2008 |
| (3) Period during which new share subscription rights may be exercised: | May 21, 2008 to May 20, 2023 |
| (4) Date of allotment of the new share subscription rights: | April 21, 2008 |
| (5) Number of new share subscription rights offered | 200 |
| (6) Class and number of shares under scope of the new share subscription rights: | 20,000 shares of common stock |
| (7) Amount to be paid for exercise of the new share subscription right: | One yen per share |
| (8) Persons to whom new share subscription rights shall be allotted: | 12 board directors of AEON Credit Service Co., Ltd. |

ENDS