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ORIX Enters into an Endorsement Contract with Ichiro

TOKYO, Japan – September 16, 2011 – ORIX Corporation (TSE: 8591; NYSE: IX), a leading integrated financial services group, today announced that it entered into an endorsement contract with Ichiro, an American major league baseball superstar.



Ichiro played for the ORIX BlueWave (Currently the ORIX Buffaloes) between 1992 and 2000 where he set numerous records including highest batting average for seven years in a row, while helping the team become the Pacific League champion in 1995 and national champion in 1996. In the 2000 off-season, Ichiro transferred to the Seattle Mariners through the posting system, and his well-known exploits have earned him overwhelming recognition and popularity.

Since its establishment in 1964, ORIX has continued its pursuit of new business, providing innovative financial products and services to both corporate and retail customers. Beginning with its expansion into Hong Kong in 1971, ORIX has popularized the leasing business throughout South East Asia, and is currently expanding its diversified business portfolio including leasing, lending, rentals, automobile operations, life insurance, banking, the environment and energy in 27 countries worldwide including Japan.

ORIX believe that Ichiro's speed and ability to overcome challenges matched its corporate attitude of striving to create new value in the global marketplace under brand slogan, "Answers, Custom Fit.", which allowed it to enter into a contract with Ichiro, who readily accepted the offer.

Ichiro and ORIX Group services will appear in various media with the catchphrase "CHALLENGE with ORIX, CHALLENGE with ICHIRO." starting October 1.

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ORIX and ORIX Group companies, along with Ichiro, aim to provide products and services that are recognized for their high added value.

About ORIX

ORIX Corporation (TSE: 8591; NYSE: IX) is an integrated financial services group based in Tokyo, Japan, providing innovative value-added products and services to both corporate and retail customers. With operations in 27 countries and regions worldwide, ORIX's activities include corporate financial services, such as leases and loans, as well as automobile operations, rental operations, real estate, life insurance, banking and loan servicing. For more details, please visit our website at: <http://www.orix.co.jp/grp/en/>

These documents may contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results to differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under "Risk Factors" in the Company's annual report on Form 20-F filed with the United States Securities and Exchange Commission and under "4. Risk Factors" of the "Summary of Consolidated Financial Results" of the "Consolidated Financial Results April 1, 2010 – March 31, 2011."

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