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FOR IMMEDIATE RELEASE

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Yokohama F.M. Broadcasting Co., Ltd.
SOFTBANK Creative Corp.
ORIX Corporation

Taking on a New Challenge in Radio Broadcasting
Media Conversion Business Using Digital Signage

—Installation of Digital Signage Systems at 500 Locations in Yokohama Centered on Minato Mirai—

TOKYO, Japan — March 7, 2012 — ORIX Corporation (TSE: 8591; NYSE: IX), a leading integrated financial services group, announced today that it will join forces with Yokohama F.M. Broadcasting Co., Ltd. (hereinafter “F.M. Yokohama”) and SOFTBANK Creative Corp. (hereinafter “SOFTBANK Creative”) to launch on April 1, 2012 a content distribution service for tourists using the latest touch-panel digital signage systems together with a new type of media conversion business incorporating radio programs that are broadcast to listeners. Digital signage has been installed at the head office of F.M. Yokohama with the future aim to install digital signage systems at 500 locations in Yokohama centered on the Minato Mirai area.

Digital signage is a service where data is sent through a network to displays installed at places where people gather, such as train stations, retail facilities and sightseeing spots. The main features of these digital signage systems are easy access to information for all by simply touching the screen in the same manner as using a smartphone, in addition to interactive communication. These systems are unlike traditional displays which provide only a one-way information flow.

The basic content provided by the digital signage systems will include a variety of content designed to communicate the attractiveness of Yokohama as a town as well as its people. For example, the digital signage systems will show visitors presentations of sightseeing information about various famous Yokohama attractions through visual images, and a map of Yokohama and surrounding areas highlighting information about each tourist attraction. Another feature is a camera that will take commemorative photos of visitors in frames evoking various local sightseeing spots. The digital signage systems will be available in multiple languages, including English, Chinese and Korean, allowing overseas visitors to confidently use the system.



Digital signage being used

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The digital signage system will provide original content independently developed by F.M. Yokohama. This will include theme-based presentations of walking routes in Yokohama recommended by popular presenters, various news and hot topics that can only be reported by a local radio station. In-depth information on Yokohama will also be provided through a complete tie-up with “Hama Labo,” a new program starting in April that will be hosted by a popular radio DJ. In the future, plans call for developing systems that enable the dissemination of information in real time, such as Twitter feeds, while enabling broadcasting services that allow people to listen to the on-air broadcasting of F.M. Yokohama even in the event of a natural disaster.

Furthermore, the digital signage systems will help to revitalize the local area by displaying local restaurants and retail shops on a map, as well as information about local companies along with advertisements, coupons and much more.

F.M. Yokohama, SOFTBANK Creative and ORIX will install digital signage systems in shopping malls and tourist facilities and other locations in Yokohama centered on the Minato Mirai area. The three companies will provide appealing content, with the aim of ensuring that digital signage systems contribute to visitors to Yokohama and local residents as a vital source of information.

Digital Signage (Artistic Rendition)



Content (Reference)



Sight Information



Program Information

Company Profiles

Yokohama F.M. Broadcasting Co., Ltd.

Head Office: 2-2-1, Minato Mirai, Nishi-ku, Yokohama, Kanagawa Prefecture, Japan
 Representative: Yukio Fujiki, President and Representative Director
 Established: April 1985
 Capital: ¥800 million
 Business Activities: FM broadcasting business

SOFTBANK Creative Corp.

Head Office: 2-4-5, Roppongi, Minato-ku, Tokyo, Japan
 Representative: Kosei Tsuchihashi, President and Representative Director
 Established: March 1999 (Changed to present name in October 2005)
 Capital: ¥100 million
 Business Activities: Digital content business, digital signage business, publishing business, planning and production business

ORIX Corporation

Head Office: Mita NN Bldg. 4-1-23, Shiba, Minato-ku, Tokyo, Japan
Representative: Makoto Inoue, Director, Representative Executive Officer, President and Chief Operating Officer
Established: April 1964
Shareholders' Equity: ¥1,330,274 million (As of September 30, 2011; consolidated)
Business Activities: Diversified financial services

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* The content of this press release, products, specifications and contact information is current as of the time of release. This information is subject to change without prior notice.

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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