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FOR IMMEDIATE RELEASE

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Tokyu Store Corporation
ID's Co., Ltd.
ORIX Corporation
SOFTBANK Creative Corp.

Trial Operation of Customer Database-linked Loyalty Program Using State-of-the-art Digital Signage Launched at Flagship Tokyu Store Nakameguro Store

TOKYO, Japan — March 1, 2012 — ORIX Corporation (TSE: 8591; NYSE: IX), a leading integrated financial services group, announced today that Tokyu Store Corporation (hereinafter, “Tokyu Store”, in partnership with ID’s Co., Ltd. (hereinafter, “ID’s”), has initiated the trial operation of a loyalty program (a customer database-linked sales promotion program designed to expand the number of prime customers) aimed at further improving customer services. As part of the program, a database-linked coupon issuance service and video advertisement distribution via two state-of-the-art digital signage units has begun at Tokyu Store’s flagship Nakameguro store. The digital signage units are provided through a collaborative effort between SOFTBANK Creative Corp. (hereinafter, “SOFTBANK Creative”) and ORIX Corporation (hereinafter, “ORIX”).

Digital signage units make use of technology newly developed specifically for commercial facilities, and is linked to a customer database of those who carry Tokyu Store point cards.

Customers who scan their cards during store visits are granted points for their visits as well as bonus points. Plans call for coupons based on the customer’s purchasing history to be issued on the spot, coupled with the delivery of related video content or other services. Tokyu Store and ID’s will examine the effectiveness of the services to determine whether actual purchasing behavior is affected and how customers rate the services.

Following the trial operation of the program at the Nakameguro store, Tokyu Store plans to take part in a joint venture with ID’s, SOFTBANK Creative and ORIX to explore a possible expansion in the number of stores where digital signage units are installed, in a commitment to further enhancing the range of services on offer to customers.

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Digital Signage Unit



Unit installed at Nakameguro Store



Card scanner



Example of video content (recipe introduction)

Company Profiles

Tokyu Store Corporation

Head Office: 1-21-12, Kami-meguro, Meguro-ku, Tokyo, Japan
Representative: Yuji Kinoshita, President and Representative Director
URL: <http://www.tokyu-store.co.jp/>
Established: October 10, 1956
Capital: ¥228,048 million
Business Activities: General retail sales as chain store supermarket of foods including fresh foods, clothing, daily sundries and daily-living products, together with various services. (Business items: foods including fresh foods, sundries, clothes and books)

ID's Co., Ltd.

Head Office: 1831-1 Oroku, Naha-shi, Okinawa, Japan
Representative: Choken Yamakawa, President and Representative Director
URL: <http://www.id-s.net/>
Established: April 1998
Capital: ¥137 million
Business Activities: Loyalty programs (Marketing and promotion consultant, database marketing programs, promotion development, data center operations)

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
URL: <http://www.orix.co.jp/grp/en/>
Established: April 1964
Shareholders' Equity: ¥1,330,274 million (As of September 30, 2011; consolidated)
Business Activities: Diversified financial services

SOFTBANK Creative Corp.

Head Office: 2-4-5, Roppongi, Minato-ku, Tokyo, Japan
Representative: Kosei Tsuchihashi, President and Representative Director
URL: <http://www.softbankcr.co.jp/en/index.html>
Established: March 24, 1999 (Changed to present name in October 2005)
Capital: ¥100 million
Business activities: Digital contents business, digital signage business, publishing business, planning and production business

* Company and product names shown in this release are trademarks or registered trademarks of their respective owners.

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."