

**FOR IMMEDIATE RELEASE**

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**Digital Signage Service Begins at Mercedes-Benz Connection**  
**A Base for Disseminating Mercedes-Benz Brand Information**

TOKYO, Japan — January 17, 2013 — ORIX Corporation (TSE: 8591; NYSE: IX), a leading integrated financial services group, SOFTBANK Creative Corp. and AXEL ENTER MEDIA, INC. announced today they will begin providing the latest touch-panel digital signage service at Mercedes-Benz Connection, which will be reopened by Mercedes-Benz Japan Co., Ltd. on Friday, January 18.

Digital signage is a service where data is sent through networks to displays installed at places where people gather, such as train stations, retail facilities and sightseeing spots. The digital signage system introduced on this occasion will enable users to easily obtain information simply by touching a screen, as if they were using a smartphone, rather than just providing a one-way flow of information like traditional displays.

Mercedes-Benz Connection, the world's first lounge combining a showroom and a café and restaurant, is a concept that is being developed by Mercedes-Benz Japan in the hope that customers will develop an even greater affinity for the Mercedes-Benz brand. Inspired by the desire to offer as much information as is sought by customers within the limited confines of a showroom, Mercedes-Benz Japan decided to introduce touch-panel digital signage so that customers can access a variety of information for themselves.

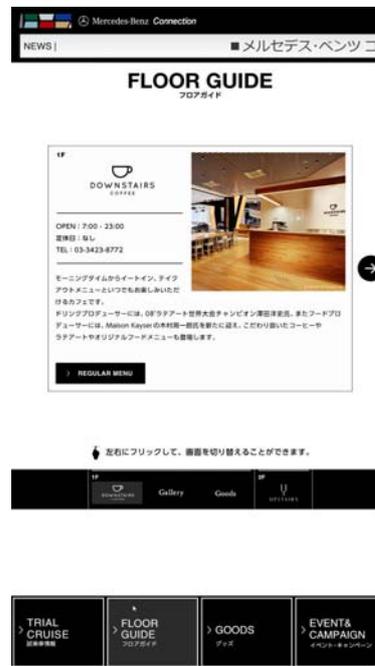
A variety of content that communicates the appeal of Mercedes-Benz Connection is provided. This includes searchable information on test driving vehicles, a floor guide, information on the café and restaurant where customers can spend an enjoyable time with cars, merchandise, and event and campaign details.

Going forward, efforts will be made to develop more attractive content in response to customer usage objectives and needs.





Test drive information



Floor guide

## Mercedes-Benz Connection Overview

Address: 7-3-10 Roppongi, Minato-ku, Tokyo, Japan  
 Opening hours: Information Counter (1F) 10:00 – 20:00  
 Café “DOWNSTAIRS COFFEE” (1F) 7:00 – 23:00  
 Restaurant “UPSTAIRS” (2F)  
 Lunch time 11:00 – 16:00  
 Dinner time 18:00 – 23:00  
 Bar 11:00 – 24:00

## Company Profiles

### SOFTBANK Creative Corp.

Head Office: 2-4-5, Roppongi, Minato-ku, Tokyo, Japan  
 Representative: Kosei Tsuchihashi, President and Chief Executive Officer  
 Business Activities: Digital contents 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  
 Business Activities: Diversified financial services

### AXEL ENTER MEDIA, INC.

Head Office: 7F Tango 33 Building, 3-25-11, Higashi, Shibuya-ku, Tokyo, Japan  
 Representative: Mitsuru Tajima, President and Representative Director  
 Business Activities: Operation of artist fan club website for mobile phone and smartphone users, operation of artist fan club website for PC users, and business related to the above, including mail-order sales and live events

## **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 28 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, 2011 – March 31, 2012."

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