

**Regarding Comprehensive Business Alliance
between SBI Holdings, Inc. and GEO CORPORATION**

SBI Holdings, Inc. (“SBIH”) and GEO CORPORATION (“GEO”) have agreed to a comprehensive business alliance between both group companies and the establishment of a joint venture company.

1. Objectives of The Business Alliance

The primarily purpose of this business alliance is to expand the SBIH Group’s various financial products such as non-life insurance, life insurance, credit card and housing loans, most of which are available only on the Internet, to customers by way of the GEO Group’s nationwide network of shops. The GEO shops carry various media-related products such as DVDs, Video Games, and books, but will begin offering the SBIH Group’s low cost financial services on their premises.

The SBIH Group has offered low-cost, comprehensive financial-related services such as SBI SECURITIES (Japan’s largest online securities company with 1.92 million customers), SBI Sumishin Net Bank, SBI Insurance and SBI AXA Life Insurance, mostly over the Web, but has been aiming to expand to provide “real” interaction by way of brick-and-mortar stores to meet the various needs of those customers who prefer non-Internet interaction.

Meanwhile, the GEO Group, with approximately 950 multi-media “GEO Shops” across the nation and approximately 10.46 million registered customers (as of March 2009), has been considering the introduction of financial services as a way of improving the services offered to its registered customers and more effective use of its stores by providing for the needs of its customers in areas outside of the entertainment arena.

Through this alliance, both companies are creating an environment which will be able to provide one-stop, low cost financial services for customers who do not often use the Internet by having them visit GEO stores. Now, as an example, when parents and their children visit GEO stores, the parents will able to consult on financial products while their children shop for their desired video games.

The SBIH Group and the GEO Group henceforth will begin providing highly convenient services in response to their customers’ needs.

2. Details of Business Alliance

At present, the following is planned. More details will be determined upon discussion between both companies in the near future

(1) Establishment of a Joint Venture Company

SBI Holdings and GEO plan to establish this autumn, a joint venture company with the purpose of providing financial services and products to the registered customers of the GEO Group. This joint venture company will plan and promote the various synergistic businesses of the SBIH Group and the GEO Group.

【Outline of the newly established joint venture company】 (Company name is to be determined)

Headquarters Address : 1-6-1 Roppongi, Minato-ku, Tokyo

Board Members : Representative Director Masaru Nishimoto (General Manager,
New Business Planning Dept. of SBI Holdings)
Director Yoshitaka Kitao (Representative Director and CEO
of SBI Holdings)
Director Kiyonori Sawada (Chairman of GEO)
Director Takayuki Kubota (Executive Vice President of GEO)

Capital : 50 million yen (initial)

Shareholder Composition : SBI Holdings 51%, GEO 49%

(2) Provision of the SBIH Group's Billing Mechanism to the GEO Group's Web Channel

GEO Group is expanding its non-store, non-interactive businesses such as "GEO Online" (e-commerce website operated by GEO) and "POSREN" (home delivery DVD rental service). SBIH Group will provide its billing technologies to GEO utilizing the SBIH Group's infrastructure and know-how when Internet customers of GEO utilize SBI Sumishin Net Bank and SBI Card.

(3) Offering of the SBIH Group's Financial Services to the Customers of the GEO Group

SBIH Group will offer its low cost financial products and services to registered customers of the GEO Group. Even prior to this tie-up, SBIH Group and GEO Group have made their first offering. From July 23 on, advertisements for auto insurance offered by SBI Insurance have been placed in the free entertainment newspaper "G get press" published by GEO. GEO customers who obtain auto insurance estimates from SBI Insurance are presented with a 500 yen coupon that can be used at GEO stores. Further, POP ads (of this auto insurance campaign) have been placed at 350 GEO stores.

In the future, there are plans to offer other SBIH Group financial products while increasing the number of stores where such products are available.

(4) Establishment of "SBI Money Plaza" at GEO Stores

It is planned that "SBI Money Plaza," a SBIH service which retails various SBIH Group and non-SBIH financial products and services, will be established at the GEO shops.

Customers who visit "SBI Money Plaza" at GEO shops will thus be able to not only to rent DVDs or video games but also to, in a "one-stop" manner, access a variety of financial products such as housing loans and life insurance, as well as enjoy services such as estimates for and consultation on auto insurance, and the planning of opening a securities account.

(5) Issuance of Credit Cards via alliance between GEO and SBI Card

Through this alliance, SBI Card plans to offer and issue value-added credit cards to registered customers of the GEO Group.

For further information, please contact:

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