

November 30, 2007

Dear Sirs:

Name of Company: BELLUNA CO., LTD.

Code No.: 9997 1st Section of the Tokyo Stock Exchange

Notice of Reduction in Maximum Lending Interest Rate Regarding its Domestic Consumer Financing Business

Notice is hereby given that the Company has decided to lower the maximum interest rate for unsecured consumer loans to new customers on or after December 19, 2007, as below.

Description

1. Reason of Maximum Interest Rate Reduction

The Company has been striving on its management of the domestic consumer financing business as utilization of database in order to provide services of relief and confidence with low-price for mainly its registered members. Furthermore, in anticipation of the enactment of all provisions of the amended Money Lending Business Control and Regulation Law, it is building a corporate structure which is compliant the new law by organizational restructuring and strengthening of its management system for credit screening. As part of these measures, it has decided to lower the maximum interest rate in order to enable customers to use its services with even greater confidence.

2. Summary of Maximum Interest Rate Reduction

(1) Interest loan rate

Current interest rate (effective annual interest rate):	18.0% to 28.9%
New interest rate (effective annual interest rate):	18.0%

(2) Customers applicable

- Those who make new contract on or after December 19, 2007
- Current customers with accounts who meets new credit screening standard

3. Impact on Financial Results

The impact on the financial results for the current fiscal year will be negligible, and there are no changes to results forecasts.

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