

**LAUNCH OF THE MEDIUM TERM MANAGEMENT PLAN,
'1st1st' - 'DOUBLE FIRST'**

The Chiba Bank, Ltd. (President – Hidetoshi Sakuma), in the midst of this severe economic climate, has launched its new medium-term management plan for fiscal years 2009 and 2010, entitled “1st1st” – ‘DOUBLE FIRST’, with the aim of achieving steady growth as an integrated regional financial services group. The title of the plan, “1st1st”, reflects the dual aims of thoroughly implementing the “customer first policy” and establishing the status of the bank as the “first-rate bank in the region”, with 2011 being the goal of this plan.

The principal issues for management are to “Strengthen the financial intermediation functions and provide high-quality financial services”, “Establish a robust management structure”, and “Improve the development of human resources.”

In taking forward these issues, we shall at all times listen closely to our customers with modesty, think from the standpoint of our customers and act for our customers. Also, under the slogan of “Cherishing People, Water and Greenery”, we will focus on enhancing the social-satisfaction by continuing our activities that make contributions to the region.

Based on this plan, staff at all levels, being keenly aware of the critical situation, will be as one in taking up these issues with a sense of urgency, and in this way we aim to overcome the severe economic conditions along with our customers.

The specific contents of the plan are as follows:

1. The new medium-term management plan

“1st1st” – ‘DOUBLE FIRST’

2. Time frame

2 years (from April 2009 to March 2011)

3. The principal management issues

(1) Strengthen the financial intermediation functions and provide high-quality financial services

By offering smooth and expeditious financing, increasing our deposits, providing the optimum financial products and services for customers, and suchlike, we aim to expand our customer base and thereby increase our business share in the region. We will distribute management resources effectively so that we achieve this.

(2) Establish a robust management structure

We shall improve business efficiency by reviewing the business processes, and reduce expenses. Also, we shall put compliance at the core of all our activities and strengthen the risk management structure.

(3) Improve the development of human resources

By further improving the development of human resources for all the levels of employees, we shall upgrade the effectiveness of our staff.

4. Numerical targets

	Fiscal year ending March 2011
Non consolidated net business income (before transfer to general allowance for loan losses)	¥82.0 billion
Non consolidated net income	¥36.5 billion
Consolidated net income	¥38.0 billion
Non consolidated OHR	Below 50%
Consolidated Tier I ratio	Around 11%
Consolidated BIS ratio	Around 12%

(Press release dated March 31, 2009)

The Chiba Bank, Ltd.

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