

October 10, 2007

To Whom It May Concern:

Company Name: The Bank of Yokohama Ltd.
Representative: President Tadashi Ogawa
(Code No. 8332: Listed on the 1st Section of the Tokyo Stock Exchange)

Re: Development of our Brand Strategy
(An excerpt from the original Japanese Press Release)

The Bank (President: Tadashi Ogawa) has launched its new Brand Strategy, including a new Brand Symbol and Brand Slogan. Developing this strategy is major part of, and an important step in, achieving our new Medium-Term Management Plan entitled “New Horizon.”

In order for us to continue to be customers’ preferred choice, we believe it is essential to clearly define and convey our brand vision (what we aim to be) and our values (what we wish to provide) to our stakeholders, including customers, shareholders, employees and local communities. Our vision and our values are key to our Brand Strategy, and implementing them will help strengthen our brand and our business.


At the core of this newly defined Brand Strategy are our new Brand Symbol and Brand Slogan, explained on the following page. Both of these important elements were developed based on our detailed Brand Strategy and with great care.

Going forward, we will continue to ensure growth and progress by implementing the following measures to further build our brand:

- Renovation of branches
- Renewal of designs used in cash cards, signboards, account books, etc.
- Development of new products and services

With our new brand, we would like for all the stakeholders to better understand what we are about, thus further helping to develop and establish the “Yokohama Brand.”

【Brand Symbol】



The logo consists of two stylized, overlapping shapes that resemble a ship's hull or a stylized 'Y'. The left shape is a light blue gradient, and the right shape is a solid dark blue. Below the logo, the text 'Bank of Yokohama' is written in a dark blue, sans-serif font.

(Form)
A stylized image of a ship seen from the front along the waterline, this two-part symbol represents “customers” and “us” sailing together swiftly toward new destinations.

(Color)
“Deep Ocean,” the deep blue color on the right side of the symbol, represents reliability and stability. The light blue color on the left, called “Clear Sky,” represents openheartedness and flexibility.

Bank of Yokohama

【Brand Slogan】

Afresh

あなたに、あたらしく。

The word “Afresh” means “new,” “again” and “to make something better.” “Afresh” expresses our commitment to understanding and realizing the needs and wants of every single customer in the most advantageous manner by keeping a clear, positive outlook on the present and the future. The Japanese following “Afresh” supports this message and can be translated as “Something new for you.”