

October 8, 2004
Best Bridal Inc.
Higashi 3-11-10, Shibuya-ku, Tokyo
President: Masayuki Tsukada
(TSE Mothers Code: 2418)

**On the Pricing of a Public Offering of Shares
And the Price Range for Book Building**

On September 27, 2004, Best Bridal's board of directors decided to make a public offering of shares. The offer price, undetermined at the time, was decided as follows at the board of directors' meeting of October 8, 2004.

1. Offer Price:	¥1,020,000 per share (The public offering will be cancelled, however, if the underwriting price falls below the offer price.)
2. Portion of Offer Price Not Recorded as Capital	¥510,000 per share (The difference between the underwriting price and the offer price will not be recorded as capital if the former price exceeds the latter.)
3. Book-Building Price Range	¥1,200,000 to ¥1,400,000

Supplement:

1. Shares in primary and secondary offering
 - a) Primary offering: 800 shares of common stock
 - b) Secondary offering: 800 shares of common stock
2. Book-building period: October 13 to 18, 2004
3. Pricing date: October 19, 2004
(The primary and secondary offering price will equal or exceed the offering price and will be determined through book building.)
4. Offer period: October 21 to 25, 2004
5. Payment date: October 27, 2004
6. Delivery date: October 28, 2004
7. Dividend calculation date: July 1, 2004

8. Basis for the book-building price range:

The book-building price range was determined in light of such factors as Best Bridal's business segments, business results and financial situation, comparison with listed companies in similar business segments, the opinions and demand forecasts of institutional investors assumed to be highly capable of estimating prices, current stock market conditions, market reaction to recent IPOs, and anticipated price risk until listing.

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Cautionary Statement:

This document is a press release for public distribution and is not intended as a solicitation for investment. Please consult the prospectus (including revisions) for the public offering before making any investment decisions.