

Press Release
October 19, 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

Best Bridal Inc. announces the following pricing for a public offering of shares.

1. Offer Price: ¥1,400,000 per share

2. Basis for the Offer Price

To determine the offer price, book building was conducted by soliciting bids between a range of ¥1,200,000 and ¥1,400,000.

Book-building conditions were as follows:

- a) The aggregate demand for shares fully exceeded the size of the public offering.
- b) Many bids were submitted.
- c) The distribution of the prices bid concentrated on the upper limit of the price range.

The results of book building indicate that demand is likely to exceed the size of the public offering. Given current market conditions, market reaction to recent IPOs, and anticipated price risk until listing, ¥1,400,000 was chosen as the offer price. The underwriting price will be ¥1,303,400.

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. Offer period: October 21 to 25, 2004
3. Payment date: October 27, 2004
4. Delivery date: October 28, 2004
5. Dividend calculation date: July 1, 2004

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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.