

November 12, 2004

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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Notice Concerning Partial Acquisition of Sales Rights by Consolidated Subsidiary

At the meeting of the Board of Directors of Best Bridal, Inc. (BBI) on November 12, 2004, it was designed to enter into an agreement concerning the partial acquisition of sales rights by consolidated subsidiary Best Bridal Hawaii, Inc. from MATZKI INC., as detailed below.

1. Objective of partial acquisition of sales rights

As a pioneer in guesthouse weddings, the Best Bridal Group consistently offers the latest services and facilities to meet changing customer needs. The Group offers a number of "high quality, authentic" guesthouses in Japan and overseas, providing detailed customer care and the rich selection of products and services needed for unique and original weddings. We provide couples with weddings full of emotion and dreams come true. Best Bridal Hawaii, Inc. was established by the Overseas Department in February 1999, beginning wedding agency operations in May of the same year. Today it directly operates two chapels in Hawaii, and as of the term ended December 31, 2003 has hosted the weddings of 1,478 couples.

MATZKI INC. is a well-known firm in the Hawaiian wedding scene, active there for 29 years, and has been handling weddings of visitors from overseas, primarily via major Japanese travel agencies. It has three churches in Hawaii with sole usage rights (Waioli Chapel, St. Mark's Episcopal Church, Harris United Methodist Church).

Under the recently-signed agreement, BBI subsidiary Best Bridal Hawaii, Inc. has acquired all sales rights related to Hawaiian wedding services for Japanese customers currently offered under the "MATZKI Wedding" name.

As a result of this acquisition, BBI will be able to fully utilize the customer draw of nationwide travel agencies in Japan in addition to its current overseas wedding promotions through directly-managed stores utilizing magazine advertising. This is expected to provide us with a significantly larger customer base for Hawaiian weddings. In addition we will be able to make use of three additional churches in Hawaii, which is expected to support major growth in the number of couples making use of our overseas wedding services.

2. Schedule for transfer of sales rights

November 12, 2004	Signing of agreement
November 16, 2004	Transfer of sales rights (planned)

3. Content of acquired sales rights

(1) Description of business being transferred

All rights related to Hawaiian wedding services for Japanese customers currently offered under

the "MATZKI Wedding" name.

(2) Performance of business (term ended December 31, 2003)

Revenues US\$5,294,000

Percentage of consolidated revenues for term ended December 31, 2003 (11,276,000 yen): 4.9%

Note: US\$1.00 calculated as 105 yen (rate of November 10, 2004) for purposes of convenience.

(3) Rights and values transferred (as of October 21, 2004)

Asset	
Item	Actual value
Inventory, etc.	US\$429,000
Total	US\$429,000

No liabilities were transferred.

(4) Acquisition price

Real market value.

4. Outline of subsidiary

(1) Name	Best Bridal Hawaii, Inc.
(2) Established	February, 1999
(3) Address	999 Bishop Street, 26 th Floor, Honolulu, Hawaii 96813
(4) Legal representative	Masayuki Tsukada, CEO
(5) Capital	US\$11,000
(6) Major shareholders	Best Bridal, Inc. (100%)
(7) Business content	Hawaiian wedding service
(8) Fiscal year	Ends December 31
(9) Employees	17
(10) Total assets	US\$3,827,000
(11) Equity	US\$1,199,000
(12) Revenues	US\$5,492,000
(13) Income (Loss) before income taxes	US\$309,000
(14) Net income for the term	US\$159,000

5. Outlook for the future

The acquisition of sales rights is expected to make a significant contribution to corporate mid-term performance, but little effect is expected to appear in consolidated results for the current term (term ending December 31, 2004).