



PressRelease

November 12, 2004

Best Bridal, Inc.

TSE Mothers Code: 2418
(URL <http://www.bestbridal.co.jp>)

Best Bridal to Open New Facility in Omiya

New Deployment Strategy Accelerated with Listing on TSE Mothers

Best Bridal, Inc. (BBI) will open a new facility in Saitama City, Saitama Prefecture. The new facility, BBI's first in Saitama Prefecture, has been provisionally named Art Grace Garden Square, and is scheduled to open in about February 2006. It is expected to handle about 500 weddings annually, generating about 1,800 million yen in revenues. Plan details are still being reviewed, but the facility is currently planned to have three guesthouses, in BBI's unique multi-guesthouse arrangement. Demand for guesthouse weddings, a new wedding style, is increasing sharply, and as a pioneer in the industry BBI has consistently offering the latest and most authentic facilities and services.

With our listing on TSE Mothers, BBI is accelerating outlet construction, and currently plans to construct five to eight new guesthouses per year. Three new facilities, representing a total of seven guesthouses, will be opened in 2005 in Nagoya, Urayasu and Aoyama, and preparations are under way now. As part of the new construction plan for 2006 a multi-guesthouse facility is now being considered for Saitama City. BBI was the first firm to meet demand from the guesthouse wedding market, which is expected to continue to grow, and will continue to fulfill its role as a pioneer in the guesthouse wedding industry while solidifying its position as the leading company in the field.

We currently operate four facilities in the Tokyo metropolitan area (Nihonbashi, Hiroo, Shiragane and Yokohama) and one each in Osaka and Sendai, for a total of 16 guesthouses, as well as two directly-managed chapels in Hawaii. Each year we handle about 2,300 weddings in Japan and another 1,500 overseas (2003 performance).

BBI guesthouses offer "high quality and authenticity" unavailable from our competitors, making weddings uniquely moving and special. Each guesthouse is itself unique, without conforming to a single design; an approach that has received overwhelming support from customers who desire original weddings.

The four Tokyo metropolitan facilities are constructed to a unique design, with multiple guesthouses arranged on a single site. This further enhances customer draw by making it possible to construct large-scale churches and lobbies difficult for single-guesthouse sites to support. In addition, the capacities and appearances of the guesthouses are different, providing the capability to respond to diverse customer tastes and needs and attaining a high operations ratio. The simultaneous operation of multiple guesthouses is only possible through our extensive knowledge of guesthouse architecture and wedding operations management skills, and is a key reason why our firm stands out from the competition.

The bridal market is a mirror for the times, reflecting the senses of values of the general public. The



current bridal market reflects the increasingly diverse senses of value held by individuals, and demand is growing for weddings offering originality and the opportunity for the couple to offer a wedding there is uniquely their own.

In the bridal market the “junior baby boomers” are entering marriageable age, creating a huge market of 1,700 billion yen (BBI estimate, based on 2003 Zexy Wedding Trends Survey and other sources). The market is expected to shrink gradually due to the dropping birth rate, but the sharp growth in couples wanting original weddings is expected to boost the share of guesthouse weddings within the market from its original forecast of 10% (including restaurant weddings) to about 50%. In short, the guesthouse wedding market is expected to show dramatic growth.

To meet this expected market growth, BBI has already announced new facilities in Nagoya (two guesthouses, opening spring 2005), Urayasu (four guesthouses, fall 2005) and Aoyama (one guesthouse, fall 2005), and has recently decided to open a new facility in the Miyahara region of Kita-ku, Saitama City in about February 2006, leasing land from Subaru Industrial Corporation. The new facility has been provisionally named Art Grace Garden Square. Saitama City was born in 2001 through a merger of Urawa, Omiya and Yono cities, and was designated an administrative municipality in 2003. It is continuing to develop as a key city in the extended Tokyo region, taking advantage of the transport hub functions of the area to achieve rapid growth in the central Omiya district. The proposed Miyahara district is developing as a new city subcenter. This will mark BBI’s first entry into Saitama Prefecture, but we believe that our unique guesthouse weddings will attract and satisfy demand in the area. The high-quality design of BBI guesthouses is expected to establish them as landmarks in the Miyahara district.

Since our listing on TSE Mothers we are accelerating our strategic deployment plan, creating new facilities that match local characteristics and providing wedding services, while continuing to develop and provide advanced, high-quality guesthouse weddings as a pioneer in the industry and thereby establishing ourselves as the number one bridal facility in each area. As with our facilities in the past, each new proposal is supported by thorough advance marketing to ensure high operation ratios from the start, ensuring rapid recovery of capital investment and further acceleration of the BBI growth strategy.

◆ For further information, contact:

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Reference: Outline of the Best Bridal Omiya Facility

Address: 1 Miyaharacho, Kita-ku, Saitama, Saitama Prefecture



Access: A 9-minute walk from Toro Station on the JR Tohoku Line
10 minutes by car from Omiya Station on the JR Tohoku Line

Site area: about 8,300 square meters

Content: One chapel, three guesthouses

Scheduled opening: Pre-opening in mid-February 2006

Grand Opening in mid-March 2006

Artist's conception

