

November 12, 2004

**Best Bridal, Inc.**

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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## **Notice Concerning New Business Activity**

Best Bridal, Inc. (BBI) has been advancing plans to begin retail sale of jewelry for some time as part of corporate diversification, and has recently formally decided to begin sale as detailed below.

### **1. Objectives of new business**

As a pioneer in the guesthouse wedding industry we have consistently offered new services and facilities to answer changing customer needs. With guesthouses both in Japan and overseas providing “high quality and authenticity,” we continue to provide couples with emotionally-satisfying and original weddings through our rich product planning skill, service and careful customer care.

BBI has received numerous requests over the years from customers concerning the sale of wedding rings, and we have been evaluating the potential as a means of providing more complete customer satisfaction as a full-spectrum bridal service.

BBI has also been investigating ways of maintaining a continuing contact with customers utilizing our guesthouse wedding services, instead of merely providing weddings alone. The customers who utilize our guesthouse wedding services appreciate the guiding concepts behind the guesthouse weddings we provide, and in addition to caring about the type of wedding they give, they also care about their own lifestyles. We believe that it is possible to establish and maintain a continuing contact with these customers by marketing high-quality and refined jewelry through out guesthouse weddings.

### **2. Description of new business**

We plan to open the “Best Price Square” facility in the Herbis ENT large-scale shopping complex opening in Umeda, Osaka on November 9, 2004 for the sale of jewelry. Customers will include couples planning weddings at our guesthouses, past customers

and the general public.

In addition to the sale of wedding rings and other jewelry, the store will also sell our “Accept New York” brand line of original jewelry to existing customers. This brand will be supported by a brand concept and product designs, selling through our guesthouse weddings as refined, high-quality products. By providing business jewelry to the customer group that has demonstrated individual taste in lifestyle, we believe it will be possible to establish and maintain a continuing contact with our customers. We plan a volume-sell zone from about 50,000 to 150,000 yen, with long-term sale to customers.

### **3. Business launch date**

November 12, 2004

### **4. Estimated revenues**

About 150 million yen for the initial year.

### **5. Future outlook, etc.**

Our entry into this new business field represents an expansion of the range of services we provide and the maintenance of continued contact with our customers. It will create new revenue for the company, and establish a new business model we creating fans of our line of jewelry.