

November 24, 2004

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

For information, contact:

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Notice Concerning Land Lease Agreement with Hilton Hawaiian Village, LLC and Construction of "Angel Lake Chapel by the Sea" (provisional name)

At the meeting of the Board of Directors of Best Bridal Hawaii, Inc., a consolidated subsidiary of Best Bridal, Inc., on November 24, 2004, it was decided to enter into a land lease agreement with Hilton Hawaiian Village, LLC (2005 Kalia Road, Honolulu HI 96815), and to construct a chapel on the grounds of that hotel, as detailed below.

1. Purpose of land lease agreement

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.

Hilton Hawaiian Village, LLC is one of the largest hotel complexes on Oahu, with four towers (total guest rooms: 2,890) and the Rainbow Bazaar with over 100 stores located on its spacious site, with an area of about 80,000 square meters.

Our Best Bridal Hawaii, Inc. subsidiary has decided to enter into a lease agreement for land owned by Hilton Hawaiian Village, LLC.

This contract will allow us to further expand our basis for attracting Hawaiian wedding customers, in addition to our two existing directly-managed chapels. In conjunction with the transfer of management rights for our service providing Japanese couples with weddings in Hawaii, announced on November 12, 2004, the construction of this new chapel is expected to provide a major increase in the number of couples utilizing our overseas wedding service.

2. Lease period and chapel completion dates (planned construction start)

Lease period For 10 years after completion of chapel

Planned completion date Fall, 2005

3. Lease fee

Details of the lease fee are still under negotiation and will be announced when finalized.

4. Chapel details

- (1) Name: Angel Lake Chapel by the Sea (provisional)
- (2) Construction cost: Estimated at about 350 million yen
- (3) Planned completion date Fall, 2005

5. Outline of subsidiary

- (1) Name Best Bridal Hawaii, Inc.
- (2) Established February, 1999
- (3) 999 Bishop Street, 26th Floor, Honolulu, Hawaii 96813 USA
- (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

6. Effect on future performance

The construction of this chapel is expected to fuel mid-term business expansion, and contribute to improved group performance, but it is not likely to have more than a minor effect on consolidated performance for the current period (ending December 31, 2004). After construction is completed in fall 2005 it is expected to service 800 couples annually, producing a revenue of about 1,300 million yen.