

February 1, 2005

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

For information, contact:

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Notice Concerning Corporate Bond Issue

At the meeting of the Board of Directors on February 1, 2005, the issuance of corporate bonds as described below was approved.

1. Bond name Best Bridal, Inc. 4th no-collateral variable-interest corporate bond (purchase restricted to SMBC-assured and other qualifying investors)
2. Amount 1 billion yen
3. Bond face value 50 million yen
4. Bond type Blank
5. Interest rate 6-month TIBOR rate plus 0.15%
6. Issue price 100 yen per 100 yen face value
7. Redemption value 100 yen per 100 yen face value
8. Subscription period Ended February 25, 2005
9. Maturity date February 25, 2015
10. Redemption method Regular uniform redemption at 50 million yen every six months.
11. Payment method Twice/year (after each 6-month period)
12. Collateral None
13. Insurer Sumitomo Mitsui Banking Corporation
14. Bond manager None
15. Financial agent Sumitomo Mitsui Banking Corporation
16. Payment recipient Sumitomo Mitsui Banking Corporation
17. Paying agent Sumitomo Mitsui Banking Corporation, Tokyo Sales Office
18. Registered institution Sumitomo Mitsui Banking Corporation
19. Capital utilization Facilities investment