

February 28, 2005

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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Notice Concerning Land Acquisition through
Transaction of Beneficial Interest in Trust

An agreement on a transaction related to beneficial interest in trust as regards a new business site was signed on February 25, 2005 as described below.

1. Outline of agreement

- (1) Address: 3-52-1 Kita-Aoyama, Minato-ku, Tokyo
- (2) Site area: 236.89 m² (area recorded on land registration)
- (3) Owner: Mizuho Trust & Banking Co., Ltd.
- (4) Beneficiary: Imagine Capital One Co., Ltd.
(in accordance with contract of Sep. 27, 2004 outsourcing real estate management)
- (5) Price: ¥550 million

2. Intent of agreement

Best Bridal has entered into a long-term commercial leasing contract for 3-51-1 and 3-51-10 Kita-Aoyama, Minato-ku, Tokyo as of Feb. 15, 2005, as part of its Kita-Aoyama Project to open a new business location in Kita-Aoyama. Total site area is 816.16 m² as per the land registration. The real estate at 1 (1) above is adjacent to this first business location, and is intended to provide increased profit potential in the form of expanded banquet floor area.

Note: The change in the project plan due to the expanded site area has resulted in an increase in planned investment capital from ¥600 million to ¥1,800 million, and a change in the planned opening date from Aug. 2005 to Feb. 2006.