

Press release

April 25, 2005
Best Bridal, Inc.

Best Bridal Opens New Location in Nagoya City
- Announcing the Hoshigaoka Art Grace Club -

On April 23 2005, Best Bridal, Inc. officially opened its new Hoshigaoka Art Grace Club location in Meito-ku, Nagoya. Best Bridal already operates six locations in the extended Tokyo, Osaka and Sendai regions, and the new location marks its entry into the Chukyo region.

The Hoshigaoka Art Grace Club is one of Best Bridal's unique multiple guest house designs, with two guest houses of totally different themes located on the same site. Revenues for 2005 are targeted to reach about 600 million yen, which is viewed as a realistic target by management. In 2006 and beyond, annual revenues are expected to reach about 1200 million yen, contributing significantly to corporate profitability.

Best Bridal's new outlet construction plans have accelerated with listing on Tokyo Stock Exchange MOTHERS in October 2004, and the Hoshigaoka Art Grace Club will be joined by five to eight new guest houses per year, including the 4-guest house facility scheduled to open in Shin-Urayasu this fall, satisfying growing demand for guest house-type weddings. We will continue to provide the latest and best service and facilities, maintaining our position as the pioneer in guest house weddings and the leading company in the field.

Since our establishment in October 1995 we have consistently answered the needs of our customers as a pioneer in the guest house wedding industry, providing the latest services and facilities. With a selection of guest houses in Japan offering high quality and authenticity, we provide our customers with original weddings rich in dreams and moving experiences, based on our wide line-up of products and services and detailed customer support.

In 2004 we performed ceremonies for 3,057 couples at directly-managed locations in Japan, and an additional 1,742 couples overseas, primarily at our directly-managed chapels.

Our guest houses are facilities delivering high quality and authenticity unmatched by

our competitors, and each is unique rather than being designed to a single uniform style, earning them solid support from customers seeking original weddings. Our business locations with multiple guest houses on a single site make use of our facility design expertise and operations capability to achieve high customer draw and in-use ratios, giving us a market niche that clearly separates us from other firms in the field.

The newly-opened Hoshigaoka Art Grace Club location is our seventh and newest guest house, drawing on all the experience we've accumulated until now. With two guest houses on the same site, of different themes and specifications (Milano house and Paris House), it can fulfill the diverse needs of many customers.

The facility began booking reservations from August 2004, and these bookings indicate that revenue performance for 2005 may easily reach about 600 million yen. In 2006, the first full year of operation, we plan revenues of about 1200 million yen.

We are currently accelerating our new location construction plan, but there has been a sharp rise in demand for guest house weddings in recent years. We believe that our entry into Nagoya City, the core of the Chukyo region with population and economic scale second only to the Tokyo region itself, will capture guest house wedding demand for the area.

In addition to Hoshigaoka Art Grace Club we also plan to open the Shin-Urayasu facility (four guest houses) this fall, with a total of five to eight new guest houses per year in the future. Each facility will be designed to match the characteristics of the region it serves, providing wedding services and the most modern and high-quality guest house weddings as a pioneer in the industry to earn us recognition as the top bridal facility in each region. Thorough marketing in advance of facility construction will achieve a high in-use ratio for rapid recovery of our investment, further accelerating our growth strategy.

For additional information, please contact:

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Outline of the Hoshigaoka Art Grace Club

Address: 180 Meito-honmachi, Meito-ku, Nagoya, Aichi

Access: A 5-minute walk from the Hoshigaoka Station of the Higashiyama Subway

Facility style: One chapel, two guest houses

Milano House: 80 to 130 seats

Paris House: 60 to 90 seats

Chapel: 100 seats



Chapel exterior



Chapel interior



Entrance