

June 10, 2005

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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Signing of Contract for Acquisition of Wedding Chapel Operating Rights and Leasing of Such by Consolidated Subsidiary

Best Bridal Hawaii, Inc., a consolidated subsidiary of Best Bridal, Inc., has entered into an agreement for the acquisition of wedding chapel operating rights, and leasing of the wedding chapel, as described below.

1. Objective of wedding chapel rights acquisition and leasing agreement

As a pioneer in guest house weddings, the Best Bridal Group has consistently provided the latest services and facilities. With guest houses in Japan offering high quality and authenticity, our rich product selection and outstanding service allows customers to enjoy highly original weddings, and together with our detailed customer service has provided them with dreams and moving experiences.

Our overseas business has grown steadily since the establishment of Best Bridal Hawaii, Inc. as a consolidated subsidiary in February 1999. In the term ended December 2004 its commitment to providing detailed, high-quality service resulted in an 18% growth in the number of weddings held over the prior year, reaching 1742.

The Best Bridal Group formerly had two directly-managed chapels in Hawaii, but with the partial transfer of operating rights from MATZKI INC. in November 2004 gained exclusive usage rights to two more chapels, raising the number of chapels operated currently to four. In addition, a new chapel under construction at Hilton Hawaiian Village, LLC is scheduled to open in December.

It is becoming increasingly difficult to open new chapels in Hawaii for various reasons, including the permits required. In particular, it is almost impossible to open new chapels in seaside locations. This agreement for wedding chapel operating rights and related chapel leasing provides the Group with a new wedding site in Hawaii, and together with the continuing expansion of domestic wedding salons and the sales chain growth accomplished through transfer of operating rights from MATZKI INC., strengthens our corporate foundation. We believe that these developments will contribute to a significant increase in the number of overseas weddings held at our facilities, and share growth in the market.

2. Content of agreement for acquisition of wedding chapel operating rights and related leasing

2-1 Acquisition of wedding chapel operating rights

Name: Blue Lagoon Chapel

Site: Keehi Lagoon Beach Park Honolulu Hawaii

Date of acquisition: May 1, 2005

2-2 Building leasing agreement

Site: Keehi Lagoon Beach Park Honolulu Hawaii

Term: 10 years from May 1, 2005 (may be extended for an additional 5 years)

3. Outline of subsidiary

Name: Best Bridal Hawaii, Inc.

Establishment: February, 1999

Head office: 999 Bishop Street, 26th Floor, Honolulu, Hawaii 96813

Legal representative: Masayuki Tsukada, CEO

Capital: US\$11,000

Majority shareholder: Wholly-owned subsidiary of Best Bridal, Inc.

Business lines: Hawaiian wedding services for Japanese

Financial year: Ends December 31

Employees: 36

Gross assets: US\$6,945,000

Equity: US\$1,479,000

Revenues: US\$6,590,000

Pre-tax income: US\$429,000

Net income for the term: US\$279,000

4. Effect of future performance

The acquisition of operating rights for this wedding chapel is expected to contribute to business growth over the mid term, improving overall Group performance. Consolidated revenues are expected to rise by JY320 million (400 weddings) for the term ending December 2005, and full-year operation from 2006 is expected to yield a revenue increase of JY800 million (800 weddings), through group synergistic effects.