

June 6, 2005

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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Notice Concerning New Outlet

Best Bridal, Inc. has made the decision to open a new outlet in Marunouchi, Naka-ku, Nagoya.

This will be our second outlet in Nagoya City, and is scheduled to open in the fall of 2006. The plan is being detailed at present, but a commercial fixed-term lease has been signed with Yoshimasa Asano and Watatsune Shokusan Co., Ltd. for the proposed site (1,971 square meters).

Since our listing on the Mothers board in October 2004 we have been accelerating our new-outlet strategy, including the Shinurayaku outlet (scheduled to open Sept. 2005 with four guest houses), the Omiya outlet (Mar. 2006, three guest houses) and the Kita-Aoyama outlet (Apr. 2006, two guest houses). All the facilities are designed to integrate with the local community, providing wedding-related service while at the same time ensuring the highest quality in guest house weddings to solidify our position as the pioneer and leader in the industry. We expect a high operating ratio from initial opening to rapidly recover our investment, and make possible a continuing growth strategy.