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Best Bridal, Inc.

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### Notice Concerning New Business Location

The corporation has officially decided to open a new business location in Shinmachi, Nishi-ku, Osaka City, Osaka. The new facility will be our second guest house in Osaka City, and is scheduled to open in the fall of 2006.

We have accelerated our new business location development plan following our listed on Tokyo Stock Exchange Mothers last October. Shin-Urayasu (4 guest houses) is scheduled to open in September 2005, Omiya (3) in March 2006, Kita-Aoyama (2) in April 2006, and Nagoya (pending) in fall 2006. All facilities are designed to match the particular needs of each service region, providing wedding services along with the latest and highest-quality guest house weddings expected from the pioneer in the industry. As a result, we expect to achieve high usage ratios from the start, recovering our investment rapidly, and fueling a strong and steady growth strategy.

The region selected for the new facility enjoys excellent transportation access including the No. 4 subway line, and though in the center of the business district also has a number of historic sites, parks of various sizes and greenery to make it an "oasis" in the urban environment. This region is expected to play a key role as a new center for information and culture in Osaka.

The new facility will be the second guest house in the Osaka district, following our Art Grade Wedding Coast (opened April 2003). It is planned to have a site area of about 1261 square meters, and other specifications and details are under development.