

Sept. 20, 2005

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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Notice concerning stock split

At the meeting of the board of directors held this date it was decided to declare a stock split for shares of Best Bridal, Inc., as detailed below.

1. Purpose of stock split
To lower the investment value per share, thereby increasing stock mobility and the number of investing shareholders.
2. Outline of the stock split
 - (1) Share increase due to stock split
27,200 new shares of ordinary stock will be issued.
Issued shares prior to split: 13,600
Issued shares after split: 40,800
 - (2) Method of stock split
Each existing share shall be split into three shares, in accordance with the final registered shareholder's list as of Saturday, December 31, 2005.
3. Schedule
 - (1) Shareholder record date Saturday, December 31, 2005
 - (2) New share issuance date Friday, February 17, 2006
4. Dividend record date Sunday, January 1, 2006

There is no increase in capital as a result of this stock split. As of August 31, 2005, the capital is 472,000,000 yen.