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Notice concerning new business location (relocation)

Best Bridal has decided to open a new business location (a relocation) in Ichigaya, Shinjuku-ku, Tokyo. The location (Ichigaya site: Applause Square) is a continuation and extension of the concept implemented at the existing Hiroo site (Applause Square). It is part of our site expansion strategy, marking new growth for our tenth anniversary. The site is scheduled to open in May 2006. Details follow.

This marks our first new site in the Tokyo region for five and a half years, following the opening of the Shirogane site in September 2000. The bridal market in recent years has experienced rapid growth in demand for guest house weddings, and opening new sites in the Tokyo region, the largest market, is essential for continued corporate growth. Best Bridal has been evaluating new sites for expansion in the region for some time, and has chosen the site in Ichigaya, Shinjuku-ku for its excellent transportation access.

The Ichigaya site is being opened because the rental agreement for the Hiroo site will end in April 2006. The Ichigaya site will therefore carry on and extend the concept of the Hiroo site (Applause Square, opened September 1999). The grounds measure 1715 square meters, roughly double the area of the Hiroo site, and will have a single guest house. Designed to provide increased freedom for customers, it will provide a range of wedding services.

Best Bridal will celebrate its tenth anniversary in October 2005, and is accelerating its new site opening strategy for new growth. In the fiscal term ended December 2005 two new sites were opened (Hoshigaoka in April and Shin-Urayasu in September), and already-announced sites scheduled to open in the term ending December 2006 are Omiya (four guest houses) in March 2006, Kita-Aoyama (two guest houses) in April 2006, Nagoya Marunouchi (1 guest house) and Shinsaibashi (two guest houses) in fall 2006. All sites are designed to match the needs and characteristics of each local area, providing wedding services – the most advanced and highest-quality guest house weddings possible, as the pioneer in guest house weddings. All sites enjoy high utilization rates from the day of opening, providing rapid recovery of investment capital and demonstrating the validity of our growth strategy.