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Best Bridal, Inc.

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Notice concerning expansion in wedding dress business, and sale of dresses produced by exclusive CanCam models Moe Oshikiri and Yuri Ebihara

Best Bridal has begun sale of original wedding dresses produced by exclusive CanCam models Moe Oshikiri and Yuri Ebihara. Both models are especially popular among younger age groups, especially women in their twenties. They will help establish a brand image for the wedding dress business which is now working to expand operations, strongly appeal our firm as a provider of Japanese and overseas weddings, and contribute to our business. We are preparing to start sale through cooperating clothing sellers, and wholesale sales are expected to contribute to group revenues.

We established subsidiary A Liliale in May 2005, and with the addition of Acqua Grazie as a group firm in December of that year we began direct wedding dress business operations. On March 3, 2006 we opened the Acqua Grazie Shisaibashi branch in Shisaibashi, Osaka. On March 24 of the same year the wedding dress salon located with the overseas wedding salon in Shinjuku, Tokyo, was relocated to a new, larger site as A Liliale Shinjuku, supporting increased wedding dress operations.

1. Product outline

Name: Dream♡Wedding Project, produced by Moe Oshikiri and Yuri Ebihara
First release Dream♡Wedding Dress "Roman Pretty and Stylish Collection"
Content: 4 dresses by Moe Oshikiri "Pretty and Stylish"
4 dresses by Yuri Ebihara "Romantic and Pretty"
Price: List rental price about ¥290,000; List sale price about ¥380,000

2. Sales begin on

May 1, 2006

3. To be sold at

13 dress shops directly operated by the Best Bridal group

A Liliale (Tokyo, Shinjuku, Yokohama, Omiya, Umeda)

Acqua Grazie (Minami-Aoyama, Kita-Aoyama, Sendai, Nagoya, Sannomiya, Shinsaibashi)

Bridal Collection (Shin-Urayasu, Osaka, inside Art Grace Wedding Coast)