

August 22, 2006

Best Bridal, Inc.
President and CEO Masayuki Tsukada
TSE Mothers Code: 2418
For information, contact:
Manager, Management Planning Department Mitsuo Shigeta
Tel: 03 (5464) 0081
<http://www.bestbridal.co.jp>

Notice Concerning After-Hours Dealing

Best Bridal, Inc. has scheduled after-hours dealing in its stock, as detailed below.

- | | | |
|----|----------------------|---|
| 1. | Number of shares | 1000 |
| 2. | Sale date | Wednesday, August 24 to Thursday, August 31, 2006 |
| 3. | Price | To be based on the closing price for the previous day |
| 4. | Purchase limit | None (single-share units) |
| 5. | Place of execution | Tokyo Securities Exchange |
| 6. | Purpose of execution | To improve the mobility of stock shares |

There may be multiple trades made during the above period. In the event that sudden fluctuations in the stock market make the proposed trade difficult it may be postponed or cancelled.