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Notice Concerning Opening of New Outlet

Best Bridal has decided to open a new outlet in Chuo-ku, Chiba City, with two guest houses. The outlet is scheduled to open for business in summer 2007.

Best Bridal celebrated its 10th anniversary in October 2005, and is now accelerating its outlet establishment strategy to achieve new growth, including: (1) Omiya: March 2006, three guest houses, (2) Aoyama: May 2006, two guest houses, (3) Ichigaya: May 2006, one guest house, (4) Shinsaibashi: Scheduled to open September 2006, two guest houses, and (5) Nagoya Marunouchi: Scheduled to open October 2006, one guest house. All facilities are designed to match the characteristics of the region, providing not only wedding services, but the latest and highest-quality guest house weddings as a pioneer in the industry. As a result the outlets enjoy high usage ratios from opening, providing a rapid recovery of invested capital and further advancing our growth strategy. The specifications and detailed plan for the new outlet are still being developed.