

November 13, 2006

Best Bridal, Inc.
President and CEO Masayuki Tsukada
TSE Mothers Code: 2418
For information, contact:
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Notice concerning Stock Split

The Board of Directors of Best Bridal agreed on this date to implement a stock split as described below.

1. Objective of stock split

To reduce the capital investment per share of stock, increase share fluidity and thereby increase the number of shareholders.

2. Outline of stock split

2-1 Number of shares created by split

The number of shares will increase by 40,800 shares of ordinary stock.

* Number of shares issued prior to split 40,800 (as of Nov. 13, 2006)

* Number of shares issued after split 81,600

The corporate charter will be changed as of Monday, January 1, 2007, and the total number of shares the corporation is authorized to issue will be increased by 163,200 from 163,200 to 326,400.

2-2 Method of implementation

All issued shares of ordinary stock will be split into two, as per the shareholders registered in the shareholder's registry or the registry of actual shareholder names on Sunday, December 31, 2006.

3. Schedule

3-1 Registry reference date Sunday, December 31, 2006

3-2 Implementation date Monday, January 1, 2007

3-3 New share distribution date Scheduled for Tuesday, February 20, 2007

(Actual shareholders utilizing the system for stock certificate deposit will be able to sell the

newly-issued shares from Thursday, January 4, 2007.)

The paid-in capitalization of the corporation as of November 13, 2006 is 472,000,000 yen.