

December 11, 2006

Best Bridal, Inc.
President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

For information, contact:

Director and Manager, Administration Division Tomoharu Fujitani

Tel: 03-5464-0081

<http://www.bestbridal.co.jp>

Notice concerning acquisition of assets and business rights in Bali, Indonesia

Best Bridal has signed an agreement with PT Tirtha Bali Internasional concerning assets and acquisition of assets and business rights on this date, as detailed below.

1. Reason for acquisition of assets

As a pioneer in guest house weddings, the Best Bridal group has consistently provided the latest services and facilities. With high-quality, authentic guest houses in Japan and elsewhere, we supply dreams and moving occasions to our clients through highly original weddings supporting by our rich product and service line-up and careful attention to detail.

Our Overseas Division handles a consolidated subsidiary in Hawaii, America, and has earned high marks for its detailed service there, primarily through five direct-management chapels.

PT Tirtha Bali Internasional was established in July 2000, providing weddings and related services in Bali, Indonesia. In 2003 it opened the Tirtha Uluwatu villa and chapel facility in the Uluwatu district, on a site of about 6000 square meters. Today it holds the largest share in its service region.

The synergistic effect between the products and brand-name recognition of PT Tirtha Bali Internasional with the Best Bridal sales network and promotional strength will provide a major impetus to weddings in Bali and provide a major improvement in Best Bridal overseas business performance. For these reasons we have acquired the assets and business rights of the firm.

2. Details of received assets

1. All assets and rights related to the provision of weddings and related services in Bali, Indonesia.
2. The value paid shall be the book value of assets as of the date of acquisition, plus a fee representing the worth of the business rights. The total amount, including relevant taxes, shall not exceed 600 million yen.

3. Outline of PT Tirtha Bali Internasional

(1) Name	PT Tirtha Bali Internasional
(2) Major business lines	Provision of weddings and related meal services in Bali, Indonesia
(3) Date of establishment	July 29, 2000
(4) Head office	Jl.Kebo Iwa No.2 Taman Mumbul Nusa Dua Bali Indonesia
(5) President	Koji Koreyasu
(6) Capital	\$ 250,000

(7) Issued shares	250
(8) Financial year	Dec. 31
(9) Employees	135
(10) Relation to Best Bridal	No prior business tie-ups, or personnel or capital relations

4. Proposed schedule

Dec. 11, 2006 Approval at the Board of Directors meeting
 Signing of basic agreement

Late Jan., 2007 Establishment of consolidated subsidiary in Indonesia
 Business acquired from PT Tirtha Bali International

5. Effect on performance

The effect on corporate performance in the next term (ending Dec. 31, 2007) will be minimal.