

December 18, 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>

Revision of expected dividends for fiscal year ending December 2006 (12th term)

On this date the board of directors agreed to add the item detailed below to the agenda of the general meeting of shareholders scheduled for late March 2007, concerning dividends payable at the end of the fiscal year ending December 2006 (12th term).

1 Reason for revision to expected dividends

From our fundamental corporate stance of returning profits to our shareholders, Best Bridal has continued to implement an aggressive expansion strategy while retaining profit internally, distributing profits flexibly in accordance with performance. Recognizing the strong performance recently, however, and with the objective of returning some of this profit to our shareholders, we will increase the end-of-term dividend payments by one thousand yen to two thousand yen, for the dividend payment to be made at the close of the fiscal year ending December 2006. This will raise total dividend payments for the year to three thousand yen.

2 Details of revision for term ending December 2006 (Jan. 1 to Dec. 31, 2006)

	End-of-term dividend	Total yearly dividend
Scheduled revision (a)	2,000 yen	3,000 yen
Previously scheduled dividend (B) (announced Aug. 11, 2006)	1,000 yen	2,000 yen
Increase (A - B)	1,000 yen	1,000 yen
Increase percentage	100.0%	50.0%
(Reference) Actual per-share dividend for prior term	6,000 yen	6,000 yen

A 1:3 stock split was implemented as of Feb. 17, 2006. When adjusted to the pre-split standard, the dividend for the fiscal year represents a three thousand yen increase over the prior fiscal year.