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Best Bridal, Inc.

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### **Notice concerning new business location**

Best Bridal has decided to open a new business location in Minato-ku, Tokyo. It will be our fifth business location in Tokyo, and is scheduled to open in spring 2008.

The site is in a corner of a redevelopment project site measuring about 10,000 tsubo in area. We are planning our own party house (one guest house type).

As of the July 31 2007, Best Bridal operates fourteen business locations (38 guest houses) in Japan, and plans to open one more business location (two guest houses) in Chuo-ku, Chiba in September of the current term, which ends December 31 2007. All of our business facilities provide designs and weddings services matching their service regions, and offer the most modern, high-quality guest-house weddings to clients as the pioneer in the industry. Best Bridal is continuing to implement its strategy for long-term stable growth while recovering invested capital as rapidly as possible. The specifications and detailed plans for the new location are being developed now.