Best Bridal, Inc.
President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

For information, contact:

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(Unit: million ven)

(Unit: million yen)

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Notice concerning revision to performance estimates for the first half

The performance estimates for the first half of the financial period ending December 31, 2007 (January 1 to December 31, 2007), based on the latest performance trends and announced on February 19, 2007, have been revised as follows.

1. Revised estimates for performance for the first half (January 1 to June 30, 2007)

Consolidated performance

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	Revenues	Operating profit	Net profit for the
			half
Original estimate (A)	11,000	990	495
Revised estimate (B)	12,230	1,340	630
Change (B - A)	1,230	350	135
Percentage of change (%)	11.2	35.4	27.3
(Reference) Performance for first half of prior financial year (January 1 to June 30, 2006)	9,568	934	480

Non-consolidated performance

	Revenues	Operating profit	Net profit for the half
Original estimate (A)	10,700	870	435
Revised estimate (B)	11,800	1,300	670
Change (B - A)	1,100	430	235
Percentage of change (%)	10.3	49.4	54.0
(Reference) Performance for first half of prior financial year (January 1 to June 30, 2006)	9,269	897	461

2. Reason for revision

The consolidated performance estimate was revised upward based on an upward revision in non-consolidated performance estimates.

Non-consolidated performance showed revenues in excess of expectation, due to a higher-than-planned number of weddings and per-wedding revenue in Japan, and sound growth in wedding business in the new operation in Bali, Indonesia. With the increase in revenue and advantageous currency exchange rates, profits surpassed original plan by a considerable amount.

3. Estimate for the financial year

The estimate for the financial year ending December 31, 2007, has not been revised.

Note: Performance estimates are based on information available at the time the estimates are prepared. Actual performance may differ.