

Aug. 15, 2008

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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**Notice concerning revision of expected dividend for the first half and the year,
for term ended Dec. 31, 2008**

At the meeting of the Board of Directors on August 15, 2008, it was decided to adjust the expected dividend per share of stock as detailed below.

1. Reason for revision in expected dividend

Under our basic corporate policy of returning profits to our shareholders, we have retained capital to fund a continuing aggressive development plan, while simultaneously paying out profit-based dividends appropriate to performance. As per the "Notice concerning revision of expected performance for the first half and the year, for term ended Dec. 31, 2008," issued on August 8, 2008, performance for the first half of the term ended Dec. 31, 2008 has resulted in profits significantly higher than expected. As a result, the per-share dividend for the first half of the term ended Dec. 31, 2008 has been increased from 1,000 yen to 2,000 yen, and the expected annual per-share dividend increased to 4,000 yen, with the objective of further aiding our goal of returning profit to our shareholders.

2. Details of revision

Basis date	Per-share dividend (yen)		
	First half	Second half	Year
Initial expected dividends (announced Feb. 20, 2008)	1,000 yen	2,000 yen	3,000 yen
Revised expected dividends	2,000 yen	2,000 yen	4,000 yen
Performance for the term			
Prior term performance (term ended Dec. 31, 2007)	1,000 yen	2,000 yen	3,000 yen