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Best Bridal, Inc.

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Notice concerning cancellation of plan to open new business location

The Board of Directors today approved the cancellation of the planned new business location, as detailed below.

1. Content of cancelled plan

The Board decided in April 2006 to open a new business location in Ukyo-ku, Kyoto and began preparations at that time. However, changes in the business environment, including new regulations on the proposed site, have made it extremely unlikely that the project could be implemented as originally planned. For this reason, the plan to construct a new business location has been cancelled, and the Board has decided to concentrate management resources instead on other new business location development, to improve management efficiency.

2. Future outlook

The effect on future corporate performance is being evaluated at this time, and will be announced when more information is available.