

Feb. 13, 2009

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>

Notice of revision in estimated dividends for 14th term (ended Dec. 31 2008)

The Board of Directors has decided today to revise the estimate dividends for the 12th term (ended Dec. 31 2008), as detailed below.

1. Reasons for revision

In keeping with our established policy of returning profits to our shareholders, and while retaining sufficient capital to fuel continued growth, we have paid out dividends flexibly, in keeping with corporate performance. With the objective of returning profits to shareholders we have implemented an increase in term-end dividend of 1,000 yen for the term ended Dec. 31, 2008, raising the total term-end dividend to 3,000 yen, and the total for the year to 5,000 yen.

2. Revision

Base date	Dividend per share (yen)		
	Mid-term	Term end	Year

Original estimate (Announced Nov. 14 2008)	2,000	2,000	4,000
Revised estimate		3,000	5,000
Actual dividends paid thus far	2,000		
Actual dividends for prior term (Ended Dec. 31 2007)	1,000	2,000	3,000

Note: The actual dividend will be decided at the general meeting of shareholders, scheduled for late March 2009.