

Summary of Business Results for the six months ended June 30, 2009

August 12, 2009

Company **BEST BRIDAL Inc.**
 Stock Code 2418
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 Expected date of filing of quarterly report: August 14, 2009

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Expected starting date of dividend payment: September 7, 2009

(Rounded down to million yen)

1. Consolidated business results for the six months ended June 30, 2009

(January 1, 2009 through June 30, 2009)

(1) Consolidated results of operations (% change from the previous corresponding period)

	Net sales		Operating income		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
Six months ended Jun. 2009	15,021	—	2,484	—	2,497	—	1,402	—
Six months ended Jun. 2008	14,312	17.0	2,410	73.9	2,075	54.3	1,047	64.3

	Net income per share	Diluted net income per share
	Yen	Yen
Six months ended Jun. 2009	17,191.63	—
Six months ended Jun. 2008	12,835.28	—

(2) Consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
As of Jun. 2009	33,632	10,765	32.0	131,930.63
As of Dec. 2008	32,427	9,490	29.3	116,305.05

(Reference) Shareholders' equity:

Six months ended June 2009: 10,765 million yen

Year ended December 2008: 9,490 million yen

2. Dividends

(Record date)	Dividends per share				
	End of 1Q	End of 2Q	End of 3Q	Year-end	Annual
	Yen	Yen	Yen	Yen	Yen
Year ended Dec. 2008	—	2,000.00	—	3,000.00	5,000.00
Year ending Dec. 2009	—	2,500.00			
Year ending Dec. 2009 (forecast)			—	2,500.00	5,000.00

(Note) Revisions to dividend forecast for the current quarter: None

3. Forecast of consolidated business results for the year ending December 2009

(January 1, 2009 through December 31, 2009)

(% change from the previous year)

	Net sales		Operating profit		Ordinary profit		Net profit		Net profit per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
Year ending Dec. 2009	32,800	5.6	6,200	2.0	5,900	17.0	3,200	30.4	39,215.69

(Note) Revisions to consolidated business forecast for the current quarter: None

4. Others

(1) Changes in significant subsidiary during the period (changes in specified subsidiary accompanying changes in the scope of consolidation): None

New subsidiary: — Excluded: —

(2) Applications of simplified accounting procedures and accounting procedures unique to the preparation of

quarterly consolidated financial statements: Yes

(3) Changes in rules, procedures and indication methods of accounting process concerning the preparation of quarterly consolidated financial statements (Changes to important items that form the basis for preparing quarterly consolidated financial statements)

- ① Changes due to revision of accounting standards: Yes
- ② Changes other than ①: Yes

(4) Shares outstanding (common stock)

- ① Number of shares outstanding at the end of period (treasury stock included)
 - As of June 2009: 81,600 shares
 - As of December 2008: 81,600 shares
- ② Treasury stock at the end of period
 - As of June 2009: —
 - As of December 2008: —
- ③ Average number of stock during period (quarterly consolidated cumulative period)
 - Three months ended June 2009: 81,600 shares
 - Three months ended June 2008: 81,600 shares

*** Explanation regarding appropriate use of business forecasts and other special instructions**

1. There are no revisions to consolidated business forecasts for the year ending December 31, 2009 that were announced on February 13, 2009.
2. Forecasts regarding future performance in this material are based on information and assumptions at the time this report was prepared. Actual results may differ significantly from the forecasts due to various factors.
3. The “Accounting Standard for Quarterly Financial Reporting” (Accounting Standards Board of Japan (ASBJ) Statement No. 12) and the “Guidance on Accounting Standard for Quarterly Financial Reporting” (ASBJ Guidance No. 14) are applied from this fiscal year. In addition, the Company prepares quarterly consolidated financial statements in accordance with the “Regulations of Quarterly Consolidated Financial Statements”.