

Summary of Business Results for the Year Ended December 31, 2009

February 12, 2010

Company **BEST BRIDAL Inc.**
 Stock Code 2418 URL: <http://www.bestbridal.co.jp>
 Representative Masayuki Tsukada, President and CEO
 Contact Keiji Ishihara, Director
 Expected date of annual shareholders' meeting: March 30, 2010
 Expected date of filing of annual securities report: March 30, 2010

Listed on the Mothers

T E L: +81-3-5464-0081

Expected starting date of dividend payment: March 31, 2010

(Rounded down to million yen)

1. Consolidated business results for the year ended December 2009

(January 1, 2009 through December 31, 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	%
Year ended Dec. 2009	32,491	4.6	6,269	3.2	6,167	22.3	3,390	38.2
Year ended Dec. 2008	31,073	10.0	6,077	26.5	5,043	11.2	2,453	16.6

	Net income per share	Diluted net income per share	Return on equity	Ratio of ordinary income to total assets	Ratio of operating income to net sales
	Yen	Yen	%	%	%
Year ended Dec. 2009	41,548.42	—	30.8	17.6	19.3
Year ended Dec. 2008	30,065.64	—	28.7	15.3	19.6

(Reference) Investment earnings/loss on equity-method:

Year ended December 2009: (15) million yen

Year ended December 2008: (33) million yen

(2) Consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
As of Dec. 2009	37,530	12,546	33.4	153,752.75
As of Dec. 2008	32,427	9,490	29.3	116,305.05

(Reference) Shareholders' equity:

As of December 2009: 12,546 million yen

As of December 2008: 9,490 million yen

(3) Consolidated results of cash flows

	Cash flows from operating activities	Cash flows from investing activities	Cash flows from financing activities	Cash and cash equivalents at the end of period
	Million yen	Million yen	Million yen	Million yen
Year ended Dec. 2009	6,287	(5,375)	760	7,825
Year ended Dec. 2008	5,389	(2,055)	(3,639)	6,164

2. Dividends

	Dividend per share					Total dividends (Total)	Dividend payout ratio	Rate of total dividend to net assets
	End of 1Q	End of 2Q	End of 3Q	Year-end	Annual			
	Yen	Yen	Yen	Yen	Yen	Million yen	%	%
Year ended Dec. 2008	—	2,000.00	—	3,000.00	5,000.00	408	16.6	4.8
Year ended Dec. 2009	—	2,500.00	—	2,500.00	5,000.00	408	12.0	3.7
Year ending Dec. 2010 (forecast)	—	2,500.00	—	2,500.00	5,000.00		11.6	

3. Forecast of consolidated business results for the year ending December 2010

(January 1, 2010 through December 31, 2010)

(% change from the previous year)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
For the six months ending Jun. 2010	16,000	6.5	2,240	(9.9)	2,110	(15.5)	1,170	(16.6)	14,338.24
Year ending Dec. 2010	35,500	9.3	6,550	4.5	6,300	2.1	3,530	4.1	43,259.80

4. Others

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

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

① Changes due to revision of accounting standards: Yes

② Changes other than ①: None

(3) Shares outstanding (common shares)

① Number of shares outstanding at end of period (treasury shares included):

Year ended December 2009: 81,600 shares

Year ended December 2008: 81,600 shares

② Treasury stock at end of period:

Year ended December 2009: — share

Year ended December 2008: — share

(Reference) Summary of non-consolidated business results

1. Non-consolidated business results for the year ended December 2009

(January 1, 2009 through December 31, 2009)

(1) Non-consolidated results of operations

(% change from the previous year)

	Net sales		Operating income		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
Year ended Dec. 2009	31,824	5.0	5,079	(1.8)	4,932	2.7	2,636	19.1
Year ended Dec. 2008	30,319	10.3	5,173	23.1	4,803	18.1	2,213	2.1

	Net income per share	Diluted net income per share
	Yen	Yen
Year ended Dec. 2009	32,315.37	—
Year ended Dec. 2008	27,123.39	—

(2) Non-consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
As of Dec. 2009	35,673	11,381	31.9	139,480.21
As of Dec. 2008	31,371	9,157	29.2	112,220.55

(Reference) Shareholders' equity:

As of December 2009: 11,381 million yen

As of December 2008: 9,157 million yen

2. Forecast of non-consolidated business results for the year ending December 2010

(January 1, 2010 through December 31, 2010)

(% change from the previous year)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
For the six months ending Jun. 2010	15,670	6.6	1,860	(8.5)	1,740	(14.4)	960	(14.3)	11,764.71
Year ending Dec. 2010	34,760	9.2	5,320	4.7	5,100	3.4	2,820	6.9	34,558.82

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

Forecasts regarding future performance in these materials are based on information and assumptions at the time this report was prepared. Therefore, actual results may differ significantly from the forecasts due to various factors.