

Summary of Business Results for the First Quarter Ended March 31, 2010

April 30, 2010

Company **BEST BRIDAL Inc.**
 Stock Code 2418
 Representative Masayuki Tsukada, President and CEO
 Contact Keiji Ishihara, Director
 Expected date of filing of quarterly report: May 14, 2010
 Expected starting date of dividend payment: —

Listed on the Mothers
 URL: <http://www.bestbridal.co.jp>
 TEL: +81-3-5464-0081

(Rounded down to million yen)

1. Consolidated business results for the three months ended March 2010

(January 1, 2010 through March 31, 2010)

(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	%
Three months ended Mar. 2010	7,356	11.7	960	42.8	967	41.1	512	44.4
Three months ended Mar. 2009	6,587	—	672	—	685	—	354	—

	Net income per share		Diluted net income per share	
	Yen		Yen	
Three months ended Mar. 2010	6,278.66		—	
Three months ended Mar. 2009	4,348.71		—	

(2) Consolidated financial position

	Total assets		Net assets		Shareholders' equity ratio		Net assets per share	
	Million yen		Million yen		%		Yen	
As of Mar. 2010	38,434		12,872		33.5		157,751.60	
As of Dec. 2009	37,530		12,546		33.4		153,752.75	

(Reference) Shareholders' equity

As of March 2010: 12,872 million yen
 As of December 2009: 12,546 million yen

2. Dividends

	Dividends per share				
	End of 1Q	End of 2Q	End of 3Q	Year-end	Total
	Yen				
Year ended Dec. 2009	—	2,500.00	—	2,500.00	5,000.00
Year ending Dec. 2010	—	—	—	—	—
Year ending Dec. 2010 (forecast)	—	2,500.00	—	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 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	

(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

(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: None

② Changes other than ①: None

(4) Shares outstanding (common stock)

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

As of March 2010: 81,600 shares

As of December 2009: 81,600 shares

② Treasury stock at the end of period

As of March 2010: —

As of December 2009: —

③ Average number of stock during period (quarterly consolidated cumulative period)

Three months ended March 2010: 81,600 shares

Three months ended March 2009 :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 six months ending June 2010 and for the year ending December 2010 that were announced on February 12, 2010.
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.