

# Summary of Business Results for the Second Quarter Ended June 30, 2010

## [Japanese Standards] (Consolidated)

August 2, 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: August 13, 2010  
 Preparation of quarterly supplementary financial document: Yes  
 Quarterly results briefing: Yes (for institutional investors and analysts)

Listed on the Mothers  
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 Expected starting date of dividend payment: September 6, 2010

*(Rounded down to million yen)*

### 1. Consolidated business results for the six months ended June 2010 (January 1, 2010 to June 30, 2010)

(1) Consolidated results of operations (Percentage figures represent year-on-year changes)

	Net sales		Operating income		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
Six months ended Jun. 2010	17,186	14.4	2,696	8.5	2,540	1.8	1,367	(2.5)
Six months ended Jun. 2009	15,021	—	2,484	—	2,497	—	1,402	—

	Net income per share		Diluted net income per share	
	Yen		Yen	
Six months ended Jun. 2010	16,764.52		—	
Six months ended Jun. 2009	17,191.63		—	

(2) Consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
As of Jun. 2010	39,968	13,680	34.2	167,337.95
As of Dec. 2009	37,530	12,546	33.4	153,752.75

(Reference) Shareholders' equity:

As of June 2010: 13,654 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	Yen	Yen	Yen	Yen
Year ended Dec. 2009	—	2,500.00	—	2,500.00	5,000.00
Year ending Dec. 2010	—	2,500.00	—	2,500.00	5,000.00
Year ending Dec. 2010 (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 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
Year ending Dec. 2010	37,700	16.0	6,800	8.5	6,500	5.4	3,600	6.2	44,117.65

(Note) Revisions to consolidated business forecast for the current quarter: Yes

### 4. Others

(1) Changes in significant subsidiary during the period (changes in specified subsidiary accompanying changes in the scope of consolidation): Yes

New subsidiary: 1 (Company name) Best Hospitality Heart Inc. 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: 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 June 2010: 81,600 shares

As of December 2009: 81,600 shares

② Treasury stock at the end of period

As of June 2010: —

As of December 2009: —

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

Six months ended June 2010: 81,600 shares

Six months ended June 2009: 81,600 shares

**\* Implementation status of quarterly review procedure**

This financial summary is not subject to the quarterly review procedure based on the Financial Instruments and Exchange Act. The quarterly review procedure has not yet finished at the point of releasing this financial summary.

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

Forecasts regarding future performance in this material are based on information currently available to the Company and certain assumptions that the Company deems to be reasonable at the time this report was prepared. Actual results may differ significantly from the forecasts due to various factors.