



Aug. 13, 2010

Best Bridal, Inc.

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TSE Mothers Code: 2418

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## Notice concerning stock split and revision to charter

The meeting of the board of directors on August 13, 2010 approved a stock split and revision to the corporate charter, as described below.

### 1. Objective of stock split and revision to charter

A reduction in the share price will reduce the minimum amount of investment at share purchase, improving share liquidity and expanding the range of shareholders.

### 2. Outline of stock split

#### 2-1 Implementation

A 3-for-1 split will be implemented as per the shareholder records of Thursday, September 30, 2010.

#### 2-2 Increase in number of shares due to stock split

The increase will be two times the number of shares issued as of Thursday, September 30, 2010. Calculated from the number of shares issued as of August 13, 2010, this would result in the following:

Shares issued prior to stock split	81,600
New shares issued due to stock split	163,200
Total number of shares after stock split	244,800

Total number of issuable shares 979,200

2-3 Split implementation date

Basis date announcement (electronic notification) Wed., Sept. 15, 2010  
Basis date Thur., Sept. 30, 2010  
Implementation date Fri., Oct. 1, 2010

2-4 Other

- 1) This stock split does not change the capitalization of the corporation. As of August 13, 2010, total capitalization is 472,000,000 yen.
- 2) Change in estimated dividends  
Total dividends to be paid for the term ending December 31, 2010 will remain effectively unchanged from those announced in the quarterly position report issued for the second quarter of 2010, on August 2, 2010. The per-share dividend, however, has been revised from the original figure of 2,500 yen to approximately one-third of that figure, or 834 yen.

3. Revision to charter

3-1 Reason for revision

As per a meeting of the board of directors in accordance with Article 184, Para. 2 of the Companies Act, Article 5 of the corporate charter was changed effective as of October 1, 2010. Specifically, the maximum number of issuable shares was increased from 652,800 to 979,200.

3-2 Details of charter revision

The revision to the charter is as indicated below.

(revision indicated with underline)

Pre-revision charter	Post-revision charter
Total issuable shares Article 5: The total number of issuable shares is <u>326,400</u> .	Total issuable shares Article 5: The total number of issuable shares is <u>979,200</u> .

3-3 Implementation date

Effective as of October 1, 2010.