



Aug. 13, 2010

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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Notice concerning revision of expected dividend for term ending Dec. 31, 2010

At the meeting of the Board of Directors on August 13, 2010, it was decided to adjust the expected dividend per share of stock as detailed below.

1. Dividend policy

Best Bridal has positioned the return of profits to our shareholders as a management priority, and implements this policy flexibly each term in accordance with term performance, while working to improve corporate capabilities and performance, and with due respect for financial state, profitability and internal reserves.

2. Reason for revision in expected dividend

The expected dividend has been revised due to a 3-for-1 stock split, implemented as per shareholder records

of Thursday, September 30, 2010. 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. 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. Details of revision

Basis date	Per-share dividend (yen)		
	First half	Second half	Year
Initial expected dividends (announced Feb. 12, 2010)	2,500.00 yen	2,500.00 yen	5,000.00 yen
Revised expected dividends	—	(Note 2) 834.00 yen	3,334.00 yen
Performance for the term	(Note 1) 2,500.00 yen	—	—
Prior term performance (term ended Dec. 31, 2009)	2,500.00 yen	2,500.00 yen	5,000.00 yen

Notes:

1. Divided estimated prior to stock split.

2. Divided estimated after stock split, approximately equal to the pre-split estimated per-share dividend of

2,500 yen.