



November 15, 2010

Best Bridal, Inc.
President and CEO Masayuki Tsukada
TSE Mothers Code: 2418
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Notice concerning share offering

The following share offering was approved at the meeting of the Board of Directors on November 15, 2010.

On this date the corporation also received notice from the Tokyo Stock Exchange that its listing will be changed from the current TSE Mothers listing to either the first or second section. For details, refer to the Notice concerning listing on First Section of Tokyo Stock Exchange, with the same date.

Share offering

- | | | | |
|------|--|---|---------------|
| (1) | Share type and quantity | Ordinary stock | 32,500 shares |
| (2) | Offering shareholder(s) | Masayuki Tsukada | 32,500 shares |
| (3) | Offering price | Pending: As per Article 25 of JSDA regulations concerning transfer of negotiable securities, the price is expected to be the last closing price as of a date between Wednesday, Nov. 24 and Tuesday, Nov. 30, 2010, inclusive ("pricing date"), multiplied by a value between 0.9 and 1.0 (rounding down), taking into account the supply/demand situation and other factors. | |
| (4) | Method | All shares shall be underwritten by Daiwa Securities Capital Markets, Nikkei Cordial Securities, Mitsubishi UFJ Morgan Stanley Securities, Mizuho Securities and Nomura Securities ("underwriters"). The underwriting fee shall be the difference between the amount paid by the purchaser to the underwriters, and the amount paid by the underwriters to the offering shareholder(s). | |
| (5) | Application date | The offering price is planned to be set within two days of the day following the pricing date. | |
| (6) | Transfer date | Wednesday, Dec. 8, 2010 | |
| (7) | Surety | Equivalent to the offering price | |
| (8) | Application unit | 1 share | |
| (9) | The offering price and other items related to the offering shall be determined solely by the president and CEO of Best Bridal. | | |
| (10) | The stock transfer shall be reported under the Financial Instruments and Exchange Act on Monday, | | |

Notice: This material is information intended for the general public, and is not intended to constitute investment advice or an offer to sell, nor is it the solicitation of an offer to purchase shares. Investors must read the prospectus and any revisions or other applicable documentation and take responsibility for their investment decisions.

Nov. 15, 2010.

Reference:

Objective of offering

The share offering is intended to improve the distribution of ordinary shares, and their fluidity within the market.

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