



November 15, 2010

Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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Notice concerning change in listing on Tokyo Stock Exchange

On this date the corporation received notification from the Tokyo Stock Exchange that its listing would be changed from TSE Mothers to either the first or second section.

In achieving this listing the management would like to express its sincere appreciation to all of the shareholders and stakeholders who helped make it possible.

Since our establishment in October 1995 we have worked to improve revenues and profitability by creating new value in the guest-house wedding market, constructing attractive, high-quality facilities and providing high value-added services, continuing to accurately serve increasingly individualistic and diverse customer needs.

We are determined to continue to enhance corporate value, to meet and exceed your expectations, and look forward to your continued support.

While it has yet to be decided which section the corporation will be listed on, the share pricing date (between Wednesday, Nov. 24 and Tuesday, Nov. 30, 2010) for the share offering announced on this date will be announced after the listing is determined.