



November 24, 2010

Best Bridal, Inc.
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TSE Mothers Code: 2418
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Notice concerning listing on First Section of Tokyo Stock Exchange

It was decided on this date that the corporation will be listed on the first section of the Tokyo Stock Exchange as of December 8, 2010.

We received notice from the Tokyo Stock Exchange on November 15, 2010 that our listing would be changed from Mothers to either the first or second section, and now we have been informed that we will be listed on the first section.

In achieving this listing the management would like to express its sincere appreciation to our shareholders and stakeholders, and renew its determination to continue corporate growth and enhance corporate value. We trust that we may continue to enjoy your support in the future.

Details of the listing may be found on the TSE home page:

<http://www.tse.or.jp>