



November 24, 2010

Best Bridal, Inc.
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Notice concerning determination of share offering price, etc.

The share offering price for the share offering approved in the meeting of the Board of Directors on Nov. 15, 2010 has been determined as below.

Share offering price

(1)	Share price	(per share)	78,454 yen
(2)	Total price		2,549,755,000 yen
(3)	Underwriting price	(per share)	73,982 yen
	Total underwriting price		2,404,415,000 yen
(4)	price		
(5)	Application period	Thur., Nov. 25 to Fri., Nov. 26, 2010	
(6)	Transfer date	Wed. Dec. 8, 2010	

Note: Shares will be sold to the underwriters, who will then sell them to individual purchasers.

Reference:

Determination of share offering price

Reference date and price	Wed., Nov. 24, 2010
	81,300 yen
Discount rate	3.50%

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.