

January 28, 2011

Best Bridal, Inc.
President and CEO: Masayuki Tsukada
Securities code: 2418 (First Section, Tokyo Stock Exchange)

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Best Bridal Announces Acquisition of Sub-subsidiary

Best Planning Inc. (a consolidated subsidiary of Best Bridal) announced that its board of directors held an ad hoc meeting on January 28, 2011, at which it agreed to make Hospitality Network Corporation a subsidiary by acquiring newly issued shares in a private placement. Details appear below.

1. Reason for acquisition of shares

Through the acquisition, Best Bridal hopes to incorporate the exemplary levels of hospitality associated with the internationally recognized InterContinental brand into its own wedding and banquet business while also developing its business model with a view to the future overseas expansion of its hotels business.

2. Overview of acquiring subsidiary

(1) Company name	Best Planning Inc.
(2) Legal representative	Masayuki Tsukada, President
(3) Location	3-11-10 Higashi, Shibuya-ku, Tokyo
(4) Establishment date	August 8, 2000
(5) Main business lines	Supply of food to wedding reception and other event venues

3. Overview of company to be acquired as a sub-subsidiary (as at December 31, 2010)

(1) Company name	Hospitality Network Corporation
(2) Legal representative	Yuji Tsutsumi, President
(3) Location	1-16-2 Kaigan, Minato-ku, Tokyo
(4) Establishment date	February 3, 1983
(5) Main business lines	Management and operation of Hotel InterContinental Tokyo Bay
(6) Paid-in capital	98,750,000 yen
(7) Employee headcount	371
(8) Major shareholders and percentages of ownership	InterContinental Hotels Group PLC 14.5%, Seiyu GK 13.8%, Yuji Tsutsumi 13.8%, Best Bridal 13.5%
(9) Relationships between the Best Bridal Group and Hospitality Network Corporation	
(1) Equity relationships	Best Bridal owns 13.5% of Hospitality Network Corporation's voting shares.
(2) Personnel relationships	Best Bridal President and CEO Masayuki Tsukada is also a director of Hospitality Network Corporation.
(3) Business relationships	Best Hospitality Heart Inc. (a consolidated subsidiary of Best Bridal) and Hospitality Network Corporation have an outsourcing agreement related to wedding and banquet operations.

(10) Hospitality Network Corporation's business results and financial condition (most recent three years)
(millions of yen, except per-share data)

Fiscal year ended December,	2007	2008	2009
Net assets	727	742	745
Total assets	3,747	4,082	4,010
Net assets per share (yen)	5,846.10	5,963.68	5,989.53
Net sales	5,671	5,322	4,544
Operating profit	60	32	45
Ordinary profit	42	27	7
Net profit	236	14	3
Net profit per share (yen)	1,896.67	117.49	25.94
Per-share dividend	—	—	—

4. Number of shares to be acquired, acquisition price, and details of pre- and post-acquisition shareholdings

(1) Number of shares held before acquisition	19,500 (percentage of ownership: 13.5%, directly held by Best Bridal)
(2) Number of shares acquired	10,000,000 (acquired by Best Planning Inc. and therefore indirectly held by Best Bridal; acquisition price: 500 million yen)
(3) Number of shares held after acquisition	10,019,500 (percentage of ownership: 98.7%)

5. Acquisition timeline

(1) Date of ad hoc board of directors meeting	January 28, 2011
(2) Transaction date	January 28, 2011

6. Future outlook

Best Bridal is currently determining what impact the acquisition will have on its consolidated business results for the fiscal year ending December 31, 2011, and plans to announce further details on February 14, 2011, when it releases its consolidated business results for the year ended December 2010.