

March 14, 2011

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Securities code: 2418 (First Section, Tokyo Stock Exchange)

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Impact of the Tohoku Pacific Earthquake on Best Bridal

As those affected by the Tohoku Pacific Earthquake of March 11, 2011, work to recover, Best Bridal expresses its heartfelt sympathy and solidarity.

Following is a summary of how Best Bridal has been affected so far.

1. Impact on Operations

(1) Injuries/Casualties

Based on information currently available, Best Bridal has not identified any injuries or casualties among its customers or employees.

(2) Company Facilities

Best Bridal sustained slight building and property damage at its Sendai facility, and without a clear idea of when the region's infrastructure will be restored, Best Bridal expects the facility to remain out of operation for the time being. Best Bridal is currently working as hard as possible to restore operations and infrastructure.

Best Bridal's Odaiba operations have also been temporarily suspended in accordance with the facility manager's operating policy.

Business is proceeding as usual at all of Best Bridal's remaining locations.

2. Impact on Financial Results

Best Bridal is currently working to determine what impact, if any, the earthquake will have on its financial results and will immediately disclose any relevant information if it determines that the impact may be material.