

April 25, 2011

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

For information, contact:  
Tomoharu Fujitani  
Director and Manager, Administration Division  
Tel: +81 3 (5464) 0081  
<http://www.bestbridal.co.jp>

## Best Bridal Announces Dissolution and Liquidation of a Subsidiary

Best Bridal announced that its board of directors, when it met on April 25, 2011, approved the dissolution and liquidation of Best Hospitality Heart Inc., a consolidated subsidiary of Best Bridal. Best Hospitality Heart will consequently cease to be a principal subsidiary of Best Bridal. Details appear below.

### 1. Reason for dissolution of Best Hospitality Heart

Best Hospitality Heart Inc. was established on April 22, 2010, as a joint venture between Hospitality Network Corporation, which operates Hotel InterContinental Tokyo Bay, and Best Bridal for the purpose of performing wedding and banquet operations on contract for that hotel.

On January 28, 2011, Best Planning Inc., a consolidated subsidiary of Best Bridal, made Hospitality Network Corporation a subsidiary by acquiring its newly issued shares in a private placement. The outsourcing agreement between Best Hospitality Heart and Hospitality Network Corporation related to wedding and banquet operations was consequently terminated by the agreement of both parties.

Best Hospitality Heart will accordingly not be engaging in the wedding and banquet operations that were the original purpose of its establishment, and will therefore be dissolved.

### 2. Overview of subsidiary being dissolved

(1) Company name	Best Hospitality Heart Inc.
(2) Location	11-10 Higashi 3-chome, Shibuya-ku, Tokyo
(3) Legal representative	Masayuki Tsukada, President
(4) Main business lines	Performance of wedding and banquet operations on contract
(5) Paid-in capital	50,000,000
(6) Establishment date	April 22, 2010
(7) Major shareholders and percentages of ownership	Best Bridal 100%
(8) Relationships between Best Bridal and Best Hospitality Heart	
(1) Equity relationships	Best Hospitality Heart is a consolidated subsidiary of Best Bridal (100% ownership)
(2) Personnel relationships	Best Bridal President and CEO Masayuki Tsukada also serves as president of Best Hospitality Heart, Best Bridal Directors Tomoharu Fujitani and Keiji Ishihara also serve as directors of Best Hospitality Heart, and Best Bridal Auditor Keiichi Shioya also serves as auditor of Best Hospitality Heart.
(3) Business relationships	None

(9) Best Hospitality Heart's financial condition as of December 31, 2010 and business results for the fiscal year ended December 31, 2010 (millions of yen, except per-share data)

Net assets	(19)
Total assets	1,438
Net assets per share (yen)	(19,073.45)
Net sales	1,332
Operating profit	(58)
Ordinary profit	(68)
Net profit	(69)
Net profit per share (yen)	(69,073.45)

### 3. Dissolution and liquidation timeline

April 25, 2011	Board of directors' resolution authorizing the dissolution
April 26, 2011	Announcement of intended dissolution
June 30, 2011	Scheduled completion of subsidiary's liquidation

### 4. Future outlook

The subsidiary's dissolution and liquidation will have only a minor impact on Best Bridal's consolidated business results for the fiscal year ending December 31, 2011.