

May 13, 2011

Best Bridal, Inc.
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Securities code: 2418 (First Section, Tokyo Stock Exchange)

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Best Bridal Introduces Shareholder Benefits Program

Best Bridal announced that its board of directors, when it met on May 13, 2011, approved the introduction of a shareholder benefits program. Details appear below.

1. Purpose of shareholder benefits program

Best Bridal is introducing the shareholder benefits program as a token of appreciation for shareholders' support and to enhance the attractiveness of Best Bridal's stock, through which it hopes to increase the number of shareholders holding the stock as a medium- and long-term investment.

2. Scope of program

Best Bridal will grant benefits to shareholders of record on June 30 and December 31 each year who hold at least one share of stock.

3. Shareholder benefits

Best Bridal will provide shareholders who hold at least one share of its stock with coupons offering a 10% discount on meals at restaurants operated within the Best Bridal Group's facilities and discounts on overnight stays at Group-operated hotels.

4. Delivery of benefits

Best Bridal will provide the benefits twice a year, based on the shareholder record dates of June 30 and December 31. The company plans to send coupons to shareholders in early September and late March each year.

5. Program initiation

Best Bridal will begin the program with shareholders of record on June 30, 2011.