

May 13, 2011

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

For information, contact:  
Keiji Ishihara  
Director and Manager, Finance & Accounting Division  
Tel: +81 3 (5464) 0081  
<http://www.bestbridal.co.jp>

## Best Bridal Revises Consolidated Earnings Forecasts

Best Bridal announced today that in light of recent performance trends, it has revised its consolidated earnings forecasts previously disclosed on February 14, 2011.

### Revision of consolidated earnings forecast for the six months ending June 30, 2011

(millions of yen, except net income per share and percentage changes)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previous forecast (A)	19,700	2,320	2,200	840	3,431.37
Current forecast (B)	18,500	1,660	1,680	390	1,593.14
Change (B – A)	(1,200)	(660)	(520)	(450)	—
Change (%)	(6.1)	(28.4)	(23.6)	(53.6)	—
For reference:					
Results for the six months ended June 30, 2010	17,186	2,696	2,540	1,367	16,764.52

### Revision of consolidated earnings forecast for the year ending December 31, 2011

(millions of yen, except net income per share and percentage changes)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previous forecast (A)	43,000	7,250	6,950	3,500	14,297.39
Current forecast (B)	40,400	5,470	5,420	2,360	9,640.52
Change (B – A)	(2,600)	(1,780)	(1,530)	(1,140)	—
Change (%)	(6.0)	(24.6)	(22.0)	(32.6)	—
For reference:					
Results for the 12 months ended December 31, 2010	38,444	7,221	6,946	3,774	15,418.91

### Reason for revision

The Great East Japan Earthquake of March 11 is significantly affecting the Best Bridal Group's business at facilities and hotels in eastern Japan in 2011. The Group's office in Sendai, in the region directly affected by the disaster, was temporarily closed, facilities across eastern Japan have suffered from customer postponements and cancellations, and the decline in foreign tourist arrivals to Japan has led to lower hotel occupancy rates. Consequently, Best Bridal expects net sales for the fiscal first half and full fiscal year to be lower than initial projections. As a result of the expected decline in net sales, Best Bridal also forecasts lower operating income, ordinary income, and net income compared with initial forecasts.

Note: Forecasts regarding future performance are based on information currently available to the Company and certain assumptions that the Company deems to be reasonable at the time the forecasts were prepared. Actual results may differ significantly from the forecasts due to various factors.