

Summary of Business Results for the First Quarter Ended March 31, 2011

[Japan GAAP] (Consolidated)

May 13, 2011

Company **BEST BRIDAL Inc.**
 Stock Code 2418
 Representative Masayuki Tsukada, President and CEO
 Contact Keiji Ishihara, Director
 Expected date of filing of quarterly report: May 13, 2011
 Expected starting date of dividend payment: —
 Preparation of quarterly supplementary financial document: None
 Quarterly results briefing: None

Listed on the TSE1

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(Rounded down to million yen)

1. Consolidated business results for the three months ended March 2011 (January 1, 2011 through March 31, 2011)

(1) Consolidated results of operations

(% change from the previous corresponding period)

	Net sales		Operating income		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
Three months ended Mar. 2011	8,124	10.4	53	(94.4)	88	(90.8)	(430)	—
Three months ended Mar. 2010	7,356	11.7	960	42.8	967	41.1	512	44.4

	Net income per share	Diluted net income per share
	Yen	Yen
Three months ended Mar. 2011	(1,759.04)	—
Three months ended Mar. 2010	6,278.66	—

(2) Consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
As of Mar. 2011	46,249	15,043	32.5	61,452.12
As of Dec. 2010	40,891	15,832	38.7	64,673.25

(Reference) Shareholders' equity

As of March 2011: 15,043 million yen
 As of December 2010: 15,832 million yen

2. Dividends

	Annual dividend				
	End of 1Q	End of 2Q	End of 3Q	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
Year ended Dec. 2010	—	2,500.00	—	1,700.00	4,200.00
Year ending Dec. 2011	—	—	—	—	—
Year ending Dec. 2012 (forecast)	—	1,000.00	—	1,000.00	2,000.00

(Note) Revisions to dividend forecast for the current quarter: None

3. Forecast of consolidated business results for the year ending December 2011 (January 1, 2011 through December 31, 2011)

(% change from the previous year)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
For the six months ending Jun. 2011	18,500	7.6	1,660	(38.4)	1,680	(33.9)	390	(71.5)	1,593.14
Year ending Dec. 2011	40,400	5.1	5,470	(24.3)	5,420	(22.0)	2,360	(37.5)	9,640.52

(Note) Revisions to business forecast for the current quarter: Yes

4. Others

(1) Changes in significant subsidiaries during the period: Yes

New subsidiary: 1 (Company name: Hospitality Network Inc. Excluded: —

(Note) This item indicates whether there were changes in specified subsidiaries that caused a change in the scope of consolidation during the period.

(2) Applications of simplified accounting procedures and specific accounting procedures: Yes

(Note) This item indicates whether the Company has adopted simplified accounting procedures and accounting procedures specific to quarterly consolidated financial statements.

(3) Changes in rules, procedures and indication methods of accounting procedures

① Changes due to revision of accounting standards: Yes

② Changes other than ①: None

(4) Shares outstanding (common stock)

① Number of shares outstanding at end of period (treasury stock included)

As of March 2011	244,800 shares
Year ended December 2010	244,800 shares

② Treasury stock at the end of period

As of March 2011	—
Year ended December 2010	—

③ Average number of stock during period (quarterly cumulative period)

Three months ended March 2011	244,800 shares
Three months ended March 2010	81,600 shares

* Implementation status of quarterly review procedure

This financial summary is not subject to the quarterly review procedures pursuant to the Financial Instruments and Exchange Act. At the time of disclosure of this report, the procedures for review of financial statements pursuant to the Financial Instruments and Exchange Act have been completed.

* Explanation regarding appropriate use of business forecasts and other special instructions

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