

February 25, 2013

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

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Best Bridal Announces Establishment of Subsidiary in Singapore

Best Bridal announced that it will establish a subsidiary in Singapore to further strengthen its business in Southeast Asia.

1. Reason for Establishment of Subsidiary

Best Bridal established a subsidiary in Indonesia in February 2006 and has steadily developed its business in the country. The Indonesian subsidiary has posted positive business results, and Best Bridal has decided to establish a subsidiary in Singapore to further strengthen Southeast Asian business and move forward with the Group's expansion strategy for the area.

2. Overview of Subsidiary

Company name: Best Bridal Singapore Pte. Ltd.
Representative: Masayuki Tsukada, President and CEO
Capital: SGD 500,000 (approximately ¥37,000,000)
Location: Republic of Singapore
Date of Establishment: February 26, 2013 (scheduled)
Business description: Production of bridal ceremonies (to local customers) and bridal industry market research
Ownership: Best Bridal, Inc. (100%)

3. Impact on Consolidated Earnings

The establishment of the subsidiary will have a minimal impact on consolidated earnings for the fiscal year ending December 31, 2013.