

November 25, 2013

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 Partial Acquisition of the Business of Central Hotels K.K.

The Board of Directors of Best Bridal resolved at a meeting held on November 25, 2013 to take over the business pertaining to operation of The Strings by InterContinental Tokyo (the "Hotel Business"), a portion of the business of Central Hotels K.K., effective January 1, 2014 as follows.

1. Reason for the Business Acquisition

Best Bridal considers the hotel business a strategically important business. The Strings by InterContinental Tokyo (the "Hotel") is located one minute on foot from the Konan Exit of Shinagawa Station, directly connected to the Shinkansen Exit, and offers excellent access to Haneda Airport. Accordingly, high business growth is expected, mainly from lodging operations. Best Bridal decided to take over the Hotel Business because of expected future synergies with Hotel InterContinental Tokyo Bay, currently operated by the Best Bridal Group.

2. Summary of the Business Acquisition

(1) Details of the business unit to be acquired

Business pertaining to the operation of The Strings by InterContinental Tokyo (location: 26-32F Shinagawa East One Tower, 2-16-1 Konan, Minato-ku, Tokyo)

(2) Business results of the business unit to be acquired

(millions of yen)

	Fiscal year ending December 31, 2011	Fiscal year ending December 31, 2012
Net sales	2,519	2,773
Operating income	(161)	32
Ordinary income	(154)	33

(3) Types and amounts of assets and liabilities of the business unit to be acquired

① Assets: 1,148 million yen (Breakdown: Lease hold right of 613 million yen, fixed assets and inventories of 535 million yen)

② Liabilities: There are no liabilities.

The above amounts have been calculated on the basis of book value of assets and liabilities relating to the Hotel Business as of December 31, 2012. Ultimately the amounts in ① and ② above will be calculated on the basis of book value as of December 31, 2013.

(4) Acquisition price and method of settlement

① Acquisition price: 1,710 million yen

② Method of settlement: Cash payment

(5) Acquiring entity

Best Global, Inc. (wholly-owned subsidiary of Best Bridal)

3. Outline of the company to be acquired

Name	Central Hotels K. K.	
Location	10F Akasaka Tokyu Building, 2-14-3 Nagatacho, Chiyoda-ku, Tokyo	
Representative name and title	Naoki Inoue, Representative Director	
Business description	Management of The Strings by InterContinental Tokyo, etc.	
Capital	49 million yen	
Date established	February 23, 2006	
Net assets	6,929 million yen (as of December 31, 2012)	
Total assets	9,995 million yen (as of December 31, 2012)	
Major shareholder and shareholding ratio	MSREF VI Lindberg L.P. 100%	
Relationships between Best Bridal and Central Hotels	Capital relationship	There is no noteworthy capital relationship between Best Bridal and Central Hotels. In addition, there are no noteworthy capital relationships between any of their respective interested parties or affiliates.
	Personal relationships	There are no noteworthy personal relationships between Best Bridal and Central Hotels. In addition, there are no noteworthy personal relationships between any of their

		respective interested parties or affiliates.
	Business relationships	There are no noteworthy business relationships between Best Bridal and Central Hotels. In addition, there are no noteworthy business relationships between any of their respective interested parties or affiliates.
	Status as a related party	Central Hotels is not a related party of Best Bridal. In addition, no related parties and affiliated companies of Central Hotels are related parties of Best Bridal.

4. Schedule

- (1) Board of Directors resolution: November 25, 2013
- (2) Signing of business acquisition agreement: November 25, 2013
- (3) Date of business acquisition: January 1, 2014

5. Outline of Accounting Treatment

Although goodwill is expected to occur due to the acquisition of the Hotel Business, its impact is expected to be minor.

6. Future Outlook

Although the impact of the business acquisition on business results in the current fiscal year will be minor, Best Bridal will disclose any impact on business results on an ongoing basis as plans progress.