

December 20, 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

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<http://www.bestbridal.co.jp>

Fine Expand Co., Ltd.

President and CEO: Keiko Tsukada

For information, contact:

Best Bridal, Inc.

Tomoharu Fujitani

Director and Manager, Administration Division

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Notice of the Purchase of Shares of Best Bridal, Inc. (Securities code: 2418) by
Fine Expand Co., Ltd.

Best Bridal, Inc. and Fine Expand Co., Ltd. announced today that Fine Expand Co., Ltd. has decided to purchase shares in Best Bridal, Inc. as described below.

1. Stock to be purchased: Best Bridal, Inc. (Listing: First Section, Tokyo Stock Exchange; Securities Code: 2418)
2. No. of shares to be purchased: 5,598,300 (planned) (11.43% of shares issued and outstanding)
3. Purchase date: December 20, 2013
4. Remarks: The purpose of the share purchase is for Fine Expand Co., Ltd., a company for which Best Bridal, Inc. Executive Managing Director Keiko Tsukada (spouse of Best Bridal President and CEO Masayuki Tsukada) serves as

President and CEO, to purchase Best Bridal shares held by President and CEO Masayuki Tsukada and hold them for a long period of time as a loyal shareholder of Best Bridal.

This information is published in accordance with a request that Fine Expand Co., Ltd. (the purchaser) made to Best Bridal, Inc. (the target company) pursuant to the provisions of Article 30, Paragraph 1, Item 4 of the Order for Enforcement of the Financial Instruments and Exchange Act.