

December 20, 2013

Best Bridal, Inc.

President and CEO: Masayuki Tsukada

Securities code: 2418 (First Section, Tokyo Stock Exchange)

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Notice of Selection of Best Bridal Stock as a Loan Trading Issue

Best Bridal Inc. (the “Company”) announced today that the Company’s stock has been selected as a loan trading issue on the First Section of the Tokyo Stock Exchange as described below. The Company’s stock had previously been selected as a standardized margin trading issue.

The Company believes that selection of Best Bridal stock as a loan trading issue will contribute to activation of trading and fair price formation by promoting improvement in the stock’s liquidity and supply-demand relationship.

The Company requests the continued support of shareholders in the coming years.

1. Date of selection announcement: December 20, 2013 (Friday)
2. Date of selection: December 30, 2013 (Monday)