

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 Change of Largest Shareholder

Best Bridal (the "Company") announced today a change of the largest shareholder, effective December 20, 2013, as described below.

#### 1. Background to the Change

Best Bridal received a report from Masayuki Tsukada, the largest shareholder, announcing that he sold part of his holding of the Company's shares to Fine Expand Co., Ltd. through off-floor trading (ToSTNet) on the Tokyo Stock Exchange on December 20, 2013. As a result of the sale, there will be a change in the identity of the Company's largest shareholder.

The Company has received a report that Fine Expand Co., Ltd. is an asset management company for which Best Bridal Executive Managing Director Keiko Tsukada (spouse of President and CEO Masayuki Tsukada) serves as President and CEO.

#### 2. Outline of the Shareholders Subject to Change

##### 1) Outline of the shareholder ceasing to be the largest shareholder

(1) Name	Masayuki Tsukada
(2) Address	Meguro-ku, Tokyo
(3) Relationship with the Company	President and CEO

##### 2) Outline of the shareholder to become the largest shareholder

(1) Name	Fine Expand Co., Ltd.
(2) Address	15-5, Shiroganedai 3-chome, Minato-ku, Tokyo
(3) Name and position of representative	Keiko Tsukada, President and CEO
(4) Business description	Securities ownership and investment

3. Number of voting rights owned (number of shares owned) by the shareholders and ratio to the number of voting rights of all shareholders

1) Masayuki Tsukada

	Number of voting rights (Number of shares owned)	Ratio to the number of voting rights of all shareholders	Ranking among major shareholders
Before change	165,640 (16,564,000)	33.92%	1st
After change	109,657 (10,965,700)	22.45%	2nd

2) Fine Expand Co., Ltd.

	Number of voting rights (Number of shares owned)	Ratio to the number of voting rights of all shareholders	Ranking among major shareholders
Before change	135,000 (13,500,000)	27.64%	2nd
After change	190,983 (19,098,300)	39.11%	1st

\*1 The ratio to the number of voting rights of all shareholders is calculated on the basis of 488,250 rights, obtained by subtracting the number of voting rights attached to treasury stock acquired on September 4, 2013 (1,350) from the total number of voting rights (489,600), which reflects the number of voting rights as of June 30, 2013 (244,800) and the implementation of a stock split and adoption of the unit share system on July 1, 2013.

\*2 The rankings of major shareholders after the change are based on the rankings of shareholders registered in the registry of shareholders as of June 30, 2013.

4. Future Outlook

The Company has received a report that Fine Expand Co., Ltd. is an asset management company for which Best Bridal Executive Managing Director Keiko Tsukada serves as President and CEO and that it plans to hold the Company's shares for a long period of time as a loyal shareholder.

The change of largest shareholder will have no effect on the management structure or business results of the Company.