Monthly Sales Bulletin : BIC CAMERA for year to August 2010

■ Following is based on data from our pos system. This data is not same as a statement of accounts.
■ Sales data includes our group's pos data and our internet store"biccamera.com" with the exception of Sofmap.
　(Bic camera group: Bic camera, Bic Shuhan and Umokobo)
■ Sales data is with the exception of 2 fees, cellular phone entry fee and an Internet agency fee.

1.　Net Sales (% change over previous fiscal year)

	Sep '09	Oct '09	Nov '09	Dec '09	Jan '10	Feb '10	Six months to Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Six months to Aug '10	Year to Aug '10
Net Sales	101.1	104.6	100.6	110.2	103.0	102.0	104.1	109.0	103.9					106.7	104.8

2.　Sales by product line (% change over previous fiscal year)

	Sep '09	Oct '09	Nov '09	Dec '09	Jan '10	Feb '10	Six months to Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Six months to Aug '10	Year to Aug '10
Audio visual products	104.9	109.1	112.4	117.5	108.1	109.3	110.8	122.5	104.2					114.6	111.8
Home appliances	108.8	114.0	102.6	114.8	101.1	107.1	108.0	107.4	105.1					106.4	107.6
Information communications equipment products	86.9	90.5	89.8	95.0	93.4	92.9	91.6	95.6	104.3					99.7	93.8
Other products	108.7	109.2	90.9	112.5	109.5	96.1	105.2	100.0	101.2					100.6	104.1

3.　Business Details (August 2010)

Product Lines	Trend	Main Products
Audio visual products	Better	Blu-ray recorders, Digital cameras
	Steady	TV (Flat-panel TVs)
	Slightly stagnant	Audio
Home appliances	Better	Personal care electronics, Air cleaners
	Steady	Kitchen appliances
	Slightly stagnant	Refrigerators, Washing machines
Information communications equipment products	Better	PC
	Slightly stagnant	PC peripherals
Other products	Steady	Toys
	Slightly stagnant	Games

Topics： Small size flat-panel TVs were excluded from eco-point system since April 1, 2010.
　　　　　However, sales of it exceeded the results of the last year.