

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 | | | 104.7 | | | | | | | | 104.7 |

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 | | | 111.7 | | | | | | | | 111.7 |
| Home appliances | 108.8 | 114.0 | 102.6 | 114.8 | | | 110.1 | | | | | | | | 110.1 |
| Information communications equipment products | 86.9 | 90.5 | 89.8 | 95.0 | | | 90.9 | | | | | | | | 90.9 |
| Other products | 108.7 | 109.2 | 90.9 | 112.5 | | | 105.9 | | | | | | | | 105.9 |

3. Business Details (August 2010)

| Product Lines | Trend | Main Products |
|---|-------------------|---|
| Audio visual products | Better | TV (Flat-panel TVs), Blu-ray recorders |
| | Slightly stagnant | Audio |
| Home appliances | Better | Refrigerators, Air cleaners, Air conditioners |
| | Steady | Other products |
| Information communications equipment products | Better | PC |
| | Slightly stagnant | PC peripherals |
| | Stagnant | PC software |
| Other products | Better | Games |

Topics: Sales of PC exceeded the results in December, 2008, due to desktop PC was better after "Release of Windows7".
 On the other hand, PC peripherals failed to rise in a recovery basic tone, and sales of PC software was stagnant.
 Sales of games machinery and game software were better, due to release of popular game software.