

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	102.4	101.4	100.3		103.5	103.8

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	104.7	100.7	95.1		105.7	108.4
Home appliances	108.8	114.0	102.6	114.8	101.1	107.1	108.0	107.4	105.1	97.1	100.3	111.2		104.6	106.2
Information communications equipment products	86.9	90.5	89.8	95.0	93.4	92.9	91.6	95.6	104.3	104.2	105.7	107.0		103.0	96.7
Other products	108.7	109.2	90.9	112.5	109.5	96.1	105.2	100.0	101.2	101.1	97.4	88.0		97.1	101.7

3. Business Details (August 2010)

Product Lines	Trend	Main Products
Audio visual products	Steady	Blu-ray recorders
	Slightly stagnant	TVs, Digital cameras
Home appliances	Better	Seasonal home electronics
	Steady	Washing machines, Kitchen appliances, Personal care electronics
Information communications equipment products	Better	PC
	Steady	PC software
Other products	Stagnant	Games

Topics: Sales of TVs were less than the results in July, 2009. Because TVs unit price had fallen, though a number of that increased.

Sales of Digital cameras were less than the results in July, 2009 in the same reason of TVs.

Sales of Games couldn't exceed a high hurdle by the release of "popular game software" and "new color of Nintendo DSi" in the last year.