

## 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				102.0								102.0

### 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				108.8								108.8
Home appliances	108.8	114.0	102.6				108.0								108.0
Information communications equipment products	86.9	90.5	89.8				89.1								89.1
Other products	108.7	109.2	90.9				102.1								102.1

### 3. Business Details (August 2010)

Product Lines	Trend	Main Products
Audio visual products	Better	TV (Flat-panel TVs), Recorders
	Stagnant	Audio
Home appliances	Better	Refrigerators, Air cleaners
	Steady	Air conditioners
	Slightly stagnant	Washing machines, Kitchen appliances
Information communications equipment products	Slightly stagnant	PC
	Stagnant	PC peripherals
Other products	Stagnant	Games

Topics: Sales of "Ikebukuro area" exceeded the results in November, 2008.

As for the PC, sales number was recovered greatly, due to "Release of Windows7".

However, as to information communications equipment products was less than the results in November, 2008, due to "Fall of the unit price of PC" and "PC peripherals was stagnant".

Sales of games was stagnant, due to release of Nintendo DSi and popular game software in November, 2008.