

Monthly Sales Bulletin : BIC CAMERA for year to August 2011

- 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 Camera Outlet, 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 '10	Oct '10	Nov '10	1Q	Dec '10	Jan '11	Feb '11	2Q	Six months to Feb '11	Mar '11	Apr '11	May '11	3Q	Jun '11	Jul '11	Aug '11	4Q	Six months to Aug '11	Year to Aug '11	
Net Sales	103.9	112.3	145.0	121.0	90.0	93.2	97.8	92.9	105.8											105.8

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

	Sep '10	Oct '10	Nov '10	1Q	Dec '10	Jan '11	Feb '11	2Q	Six months to Feb '11	Mar '11	Apr '11	May '11	3Q	Jun '11	Jul '11	Aug '11	4Q	Six months to Aug '11	Year to Aug '11	
Audio visual products	102.3	125.0	192.4	140.8	81.0	86.4	92.1	85.2	111.1											111.1
Home appliances	111.9	118.5	144.8	126.0	97.6	109.5	108.8	104.4	114.6											114.6
Information communications equipment products	112.9	101.6	100.0	104.6	102.8	99.6	95.2	99.8	102.0											102.0
Other products	86.9	89.8	93.5	90.1	88.4	82.6	102.7	89.8	89.9											89.9

3. Business Details (August 2011)

Product Lines	Trend	Main Products
Audio visual products	Better	Blu-ray recorders
	Stagnant	TVs
Home appliances	Better	Air cleaners, Personal care electronics
	Steady	Kitchen appliances, Seasonal home electronics
	Stagnant	Refrigerators
Information communications equipment products	Better	Cellular phones(Smartphone)
	Slightly stagnant	PCs
Other products	Steady	Games

Topics: Sales of TVs were less than the results of February, 2010. Because TVs unit price had fallen, though a number of that exceeded the last year.
 Sales of Games were steady, due to released new game machine "Nintendo 3DS" in February 26th.
 1 year has passed since opening of "Kagoshima Chuo Station Store and other 4 stores"