

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															121.0

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															140.8
Home appliances	111.9	118.5	144.8	126.0															126.0
Information communications equipment products	112.9	101.6	100.0	104.6															104.6
Other products	86.9	89.8	93.5	90.1															90.1

3. Business Details (August 2011)

Product Lines	Trend	Main Products
Audio visual products	Better	TVs, Blu-ray recorders
	Steady	Digital cameras
Home appliances	Better	Air conditioners, Refrigerators, Washing machines, Kitchen appliances
Information communications equipment products	Better	Cellular phones
	Steady	PCs
	Stagnant	PC software
Other products	Stagnant	Games

Topics: As to Audio visual products, our sales of TVs showed big growth due to "rush to buy before change of the Eco-point system".

Sales of Blu-ray recorders was better due to "influence of the rise of TVs sales".

As to Home appliances, our sales of Air conditioners and Refrigerators showed big growth due to "rush to buy before change of the Eco-point system".

"JR Hachioji Station Store" has opened on November 11th, 2010.