

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 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																		103.9

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																		102.3
Home appliances	111.9																		111.9
Information communications equipment products	112.9																		112.9
Other products	86.9																		86.9

3. Business Details (August 2011)

Product Lines	Trend	Main Products
Audio visual products	Better	Digital cameras, Blu-ray recorders
	Steady	TVs
Home appliances	Better	Seasonal home electronics(include air conditioners)
	Steady	Refrigerators, Washing machines
	Stagnant	Air cleaners
Information communications equipment products	Better	PC
Other products	Better	Toys
	Stagnant	Games

Topics : September 2010 had one day less of Holiday compared with September 2009, which had an effect of about 1.5% decrease in sales.

As to Home appliances, our sales of air conditioners was better due to lingering summer heat. On the other hand, sales of air cleaners was stagnant.