

## Monthly Sales Bulletin : BIC CAMERA for year to August 2008

- 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 Sports, Bic Toys, 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 '07	Oct '07	Nov '07	Dec '07	Jan '08	Feb '08	Six months to Feb '08	Mar '08	Apr '08	May '08	Jun '08	Jul '08	Aug '08	Six months to Aug '08	Year to Aug '08
Net Sales	108.8	104.0	111.9	111.3	106.7	105.3	108.3	107.9	103.1					105.7	107.6

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

	Sep '07	Oct '07	Nov '07	Dec '07	Jan '08	Feb '08	Six months to Feb '08	Mar '08	Apr '08	May '08	Jun '08	Jul '08	Aug '08	Six months to Aug '08	Year to Aug '08
Audio visual products	107.4	102.7	109.7	112.0	105.0	108.4	107.9	112.7	106.6					109.9	108.4
Home appliances	112.6	101.9	109.2	112.6	108.3	111.5	109.5	109.8	102.8					106.7	108.7
Information communications equipment	103.7	101.2	110.7	113.4	105.9	98.0	105.9	104.6	101.0					102.9	105.0
Other products	121.5	116.3	121.0	106.2	110.1	113.3	113.2	106.6	103.0					104.8	111.2

### 3. The general situation

- Compared with the same period of the previous fiscal year, our sales became 103.1% in April.  
This April has 4 Sundays, less one day compared with April '07, which might have an effect on about 2.5% decrease in sales.
- As to audio visual products, our sales of DVD/BD recorders, video cameras and DVD/CD software was better, and sales of flat-panel TVs was also steady.
- As to home appliances, our sales of air conditioners, cooking devices and beauty and barber products was steady.
- As to information communications equipment products, our sales of PC and relating software, digital cameras and mobile phones was all steady.
- As to other products, sales of toys was better, and sales of sporting goods and liquors was also steady.