

Monthly Sales Bulletin : BIC CAMERA for year to August 2009

- 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 '08	Oct '08	Nov '08	Dec '08	Jan '09	Feb '09	Six months to Feb '09	Mar '09	Apr '09	May '09	Jun '09	Jul '09	Aug '09	Six months to Aug '09	Year to Aug '09
Net Sales	98.0	100.6	101.7	88.1	95.2	90.7	95.1	95.1	91.8					93.6	94.7

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

	Sep '08	Oct '08	Nov '08	Dec '08	Jan '09	Feb '09	Six months to Feb '09	Mar '09	Apr '09	May '09	Jun '09	Jul '09	Aug '09	Six months to Aug '09	Year to Aug '09
Audio visual products	<u>104.6</u>	<u>109.4</u>	<u>105.4</u>	<u>91.5</u>	<u>102.2</u>	98.6	100.8	101.0	93.9					97.8	100.0
Home appliances	102.8	103.6	111.6	92.3	109.4	100.6	102.8	104.4	102.5					103.6	103.0
Information communications equipment products	<u>95.2</u>	<u>95.6</u>	<u>96.6</u>	<u>86.3</u>	<u>89.8</u>	82.7	90.7	86.4	88.3					87.3	89.7
Other products	85.4	89.2	94.4	81.6	80.0	82.1	84.9	88.8	84.3					86.6	85.3

* From 1Q for FY ending August 2009,

We have changed digital cameras and related accessories from "Information communication equipment products" to "Audio visual products (including cameras)" as Digital cameras are "digital equipment", but basically "cameras".

This change, therefore, is also reflected in this "Monthly Sales Bulletin" from September 2008 to February 2009 as indicated by "underlines".

3. Business Details (April 2009)

Product Lines	Trend	Main Products
Audio visual products	Better	Blu-ray disc recorders
	Steady	TV (Flat-panel TVs)
	Stagnant	Digital cameras, Audio players
Home appliances	Better	Refrigerators
	Steady	Washing machines, Kitchen appliances
	Stagnant	Air conditioners
Information communications equipment products	Better	Mobile phones
	Stagnant	PC, PC parts
Other products	Steady	Toys, liquors
	Stagnant	Games, Watches

Topics: Sales growth of Flat-panel TVs was suppressed as the eco-point rates, which would be granted by the government, are expected to be higher.

However, impact on sales of refrigerators and air-conditioners was limited as their eco-point rates are expected to be lower than that of Flat-panel TVs.