

## 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	107.4	108.3	112.6	108.0	108.0	108.1

### 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	117.1	121.5	122.3	123.9	117.1	112.4
Home appliances	112.6	101.9	109.2	112.6	108.3	111.5	109.5	109.8	102.8	112.9	104.7	138.5	104.7	112.7	111.3
Information communications equipment products	103.7	101.2	110.7	113.4	105.9	98.0	105.9	104.6	101.0	103.4	102.4	98.9	102.2	102.1	103.9
Other products	121.5	116.3	121.0	106.2	110.1	113.3	113.2	106.6	103.0	97.8	105.4	100.0	100.5	102.2	107.9

### 3. The general situation

- Our sales became 108.0% in August, 2008, compared with the same period of the previous fiscal year.  
Sales was better, despite bad weather since the middle of this August.
- As to audio visual products, our sales of flat-panel TVs and BD (Blu-ray Disc) recorders was better, triggered by the Beijing Olympics, which was still boosted even after the Olympics.  
And sales of video cameras and audio players was also better.
- As to home appliances, our sales of refrigerators, washing machines, and cooking devices was better.  
On the other hand, sales of PC related products was slightly stagnant, and sales of PC software was also stagnant.  
Last year, our sales of air conditioners was better, due to "very hot" late summer.
- As to information communications equipment products, our sales of mobile phones was better, and sales of PC was also steady.  
On the other hand, sales of PC related products was slightly stagnant, and sales of PC software was also stagnant.
- As to other products, our sales of toys, sporting goods and bed clothes was better, and sales of liquors was also steady.  
On the other hand, sales of video games was stagnant.

Note:

1 year has passed since opening of "Kyoto Station Store" (August 23, 2007).