

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	108.7	104.0	111.9	111.3			109.3								109.3

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			108.5								108.5
Home appliances	112.6	101.9	109.2	112.6			109.4								109.4
Information communications equipment	103.7	101.2	110.7	113.4			107.7								107.7
Other products	120.8	116.3	121.0	106.2			114.0								114.0

3. The general situation

Compared with the same period of the previous fiscal year, our sales became 111.3% in December.

As to audio visual products, our sales of flat-panel TVs, DVD recorders and memories audio was better, and sales of CD/DVD soft was also steady.

As to home appliances, our sales of refrigerators, cooking devices air conditioners and air conditioners was better, and sales of washing machines, beauty and barber products was also steady.

As to information communications equipment products, our sales of mobile phones such as new model was better, and also sales of PC, relating products and digital compact camera was better the same as November.

As to other products, sales of toys, sporting goods and liquors was better, about sales of TV games was steady, exceeded our achievements in December, 2006 when a new game was released.