

## 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	106.7	105.3	108.3								108.3

### 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	105.0	108.4	107.9								107.9
Home appliances	112.6	101.9	109.2	112.6	108.3	111.5	109.5								109.5
Information communications equipment	103.7	101.2	110.7	113.4	105.9	98.0	105.9								105.9
Other products	120.8	116.3	121.0	106.2	110.1	113.3	113.2								113.2

### 3. The general situation

- Compared with the same period of the previous fiscal year, our sales became 105.3% in February.
- This February had 29 days, thanks to leap year day effect compared with February '07, which had an effect on sales increase, despite bad weather in the metropolitan area (first, second, fourth weekend), and no new release of decisive software such as "Vista", which was introduced just a year ago.
- As to audio visual products, our sales of flat-panel TVs, DVD recorders was better, and sales of portable audio and CD/DVD soft was also steady.
- As to home appliances, our sales of air conditioners, refrigerators, and cooking devices was better, and sales of other home appliances products was generally steady.
- As to information communications equipment products, our sales of mobile phones was better, and sales of digital compact camera was steady. Our sales of PC was slightly stagnant, compared with the previous year when new decisive software of "Vista" was released on January 30, '07. And our sales of software was also slightly stagnant.
- As to other products, sales of TV games, toys, and liquors was better, and sales of watch and sporting goods was steady.