

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

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								100.8
Home appliances	102.8	103.6	111.6	92.3	109.4	100.6	102.8								102.8
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								90.7
Other products	85.4	89.2	94.4	81.6	80.0	82.1	84.9								84.9

* We have changed partly "products in our product lines" in 1Q financial statements for FY ending August 2009, announced on February 26th; Digital cameras and related accessories were shifted from "Information communications equipment products" to "Audio visual products". This change, therefore, is also reflected in this "Monthly Sales Bulletin" from September 2008 to February 2009 as indicated by "underline".

3. Business Details (February 2009)

Product Lines	Trend	Main Products
Audio visual products	Better	Blu-ray disc recorders, TV (Flat-panel TVs)
	Stagnant	Digital cameras, Audio players
Home appliances	Steady	Seasonal home electronics, Refrigerators, Kitchen appliances
Information communications equipment products	Steady	Micro note book PCs
	Stagnant	Other PCs, PC parts, PC software
Other products	Steady	Toys, Sporting goods
	Stagnant	Games, Watches

Topics: February 2009 had one less business day than February 2008 which had 29days due to a leap year, having an effect of about 3% decrease in sales. "Niigata Store" has opened on February 20th, 2009 (Fri) as our 29th store.