

## 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		108.8								108.8

### 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		107.9								107.9
Home appliances	112.6	101.9	109.2	112.6	108.3		109.2								109.2
Information communications equipment	103.7	101.2	110.7	113.4	105.9		107.4								107.4
Other products	120.8	116.3	121.0	106.2	110.1		113.2								113.2

### 3. The general situation

- Compared with the same period of the previous fiscal year, our sales became 106.7% in January.
- As to audio visual products, our sales of flat-panel TVs was better, and sales of DVD/BD recorders and memories audio was steady, though sales of CD/DVD soft was slightly stagnant.
- As to home appliances, our sales of air conditioners was better, and sales of other home appliances products such as refrigerators, washing machines and cooking device was generally steady.
- As to information communications equipment products, our sales of digital compact camera and mobile phones was better, and sales of pc and its relating products was also steady.
- As to other products, sales of TV games, toys, and liquors was better, and sales of watch and sporting goods was also steady.