

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		95.8								95.8

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	108.8	114.1	111.4	95.9	106.4		105.7								105.7
Home appliances	102.8	103.6	111.6	92.3	109.4		103.2								103.2
Information communications equipment products	94.1	95.1	94.1	83.6	89.0		90.5								90.5
Other products	85.4	89.2	94.4	81.6	80.0		85.3								85.3

3. Business Details (January 2009)

Product Lines	Trend	Main Products
Audio visual products	Better	Blu-ray Disc Recorders, TV (Flat-panel TVs), Video Cameras
	Stagnant	Audio Players
Home appliances	Better	Winter Season Home Appliances Products (Air Cleaner with Humidifying)
	Steady	Other Home Appliances Products
Information communications equipment products	Steady	Micro Note Book PC
	Stagnant	Other PC, Digital Cameras
Other products	Better	Toys
	Steady	Sporting Goods, Liquors
	Stagnant	Games

Topics: January 2009 weekend sales (on Saturdays, Sundays, and Holidays) showed about 2.5% decrease in total compared with January 2008, by "positive" One more Saturday and "negative" two less New Year Holidays compared with January 2008.