

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	108.8	104.0	111.9	111.3	106.7	105.3	108.3	107.9	103.1	107.4	108.3	112.6		108.0	108.2

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	112.7	106.6	117.1	121.5	122.3		115.9	111.5
Home appliances	112.6	101.9	109.2	112.6	108.3	111.5	109.5	109.8	102.8	112.9	104.7	138.5		114.3	111.9
Information communications equipment products	103.7	101.2	110.7	113.4	105.9	98.0	105.9	104.6	101.0	103.4	102.4	98.9		102.1	104.1
Other products	121.5	116.3	121.0	106.2	110.1	113.3	113.2	106.6	103.0	97.8	105.4	100.0		102.5	108.5

3. The general situation

- Compared with the same period of the previous fiscal year, our sales became 112.6% in July.
This July has 4 Sundays, less one day compared with July '07, which might have an effect on about 3.5% decrease in sales.
- As to audio visual products, our sales of video cameras was better, and sales of audio players was also steady.
And sales of flat-panel TVs and BD (Blu-ray Disc) recorders increased, just before Beijing Olympics.
- As to home appliances, sales was steady in general.
Sales of refrigerators was better, and sales of air conditioners heavily increased, thanks to "very hot" summer and increased attention to "energy-saving" products.
- As to information communications equipment products, our sales of mobile phones such as new model "iPhone" was better.
On the other hand, sales of PC and its related products was slightly stagnant, and sales of PC software was also stagnant.
- As to other products, our sales of toys, sporting goods and bed clothes was better, and sales of liquors was also steady.
On the other hand, sales of video game was stagnant.

Other Topics:

On July 28th, we have announced that we will open a store in JR Kagoshima Central Station of Kyushu in Spring 2010.