

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	107.9						107.9	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						112.7	108.7
Home appliances	112.6	101.9	109.2	112.6	108.3	111.5	109.5	109.8						109.8	109.6
Information communications equipment	103.7	101.2	110.7	113.4	105.9	98.0	105.9	104.6						104.6	105.6
Other products	121.5	116.3	121.0	106.2	110.1	113.3	113.2	106.6						106.6	112.3

3. The general situation

- Compared with the same period of the previous fiscal year, our sales became 107.9% in March.
- As to audio visual products, our sales of flat-panel TVs, DVD/BD recorders was better, and sales of portable audio players and CD/DVD software was also steady.
- As to home appliances, our sales of air conditioners and cooking devices was better, and sales of refrigerators and washing machines especially in value-added products, beauty and barber products was steady.
- As to information communications equipment products, our sales of notebook PC and digital cameras was better, and sales of mobile phones was generally steady.
- As to other products, sales of toys, and sporting goods was better, and sales of TV games, watches, and liquors was also steady.

Other Topics:

- Hiroshima Store has opened on 6th March, Thursday as a 27th store.
- Shin-Yokohama Store has moved and increased space and floor to Shin-Yokohama station building on 26th March, Wednesday.