

## 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				106.2	107.6

### 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				111.9	109.3
Home appliances	112.6	101.9	109.2	112.6	108.3	111.5	109.5	109.8	102.8	112.9				108.6	109.2
Information communications equipment products	103.7	101.2	110.7	113.4	105.9	98.0	105.9	104.6	101.0	103.4				103.0	104.9
Other products	121.5	116.3	121.0	106.2	110.1	113.3	113.2	106.6	103.0	97.8				102.6	109.8

### 3. The general situation

- Compared with the same period of the previous fiscal year, our sales became 107.4% in May, despite bad weather on weekend.
- As to audio visual products, our sales of DVD/BD (Blue ray DVD) recorders, video cameras and flat-panel TVs was better, and sales of portable audio players was also steady.
- As to home appliances, our sales of refrigerators, washing machines, cooking devices and air conditioners was better, and beauty and barber products was also steady.
- As to information communications equipment products, our sales of mobile phones was better, and sales of PC and digital cameras was also steady.
- On the other hand, our sales of PC software was slightly stagnant, compared with May '07 when new decisive softwares by "Adobe CS3" was released.
- As to other products, our sales of toys, sporting goods and liquors was better.
- On the other hand, our sales of video game software was stagnant, due to lack of blockbuster hit softwares.