

## 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				108.3								108.3

### 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				106.5								106.5
Home appliances	112.6	101.9	109.2				107.9								107.9
Information communications equipment	103.7	101.2	110.7				105.1								105.1
Other products	120.8	116.3	121.0				119.7								119.7

### 3. The general situation

Compared with the same period of the previous fiscal year, our sales became 111.9% in November.

As to audio visual products, our sales of flat-panel TVs and DVD recorders was better helped by release of new products, and our sales of memories audio such as new iPod of "Apples" was also better.

As to home appliances, our sales of winter season home electronics products such as heating appliances was better.

In addition, sales of other home appliances products such as cooking devices, beauty and barber products was steady.

As to information communications equipment products, our sales of pc was better both in unit and quantity, as "Windows Vista" has become popular in the market.

Also sales of digital compact camera and pc software was better.

On the other hand, sales of mobile phones was slightly stagnant as "Number Portability" boom, that had started last year, was over.

As to other products, sales of game machine and relating accessories, watches, toys, and liquors was better.

#### Other Topics:

Okayama Shop has opened on 20th November, Tuesday as a 26th shop, and has showed a better results.