

## 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					106.4								106.4

### 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					105.0								105.0
Home appliances	112.6	101.9					107.1								107.1
Information communications equipment products	103.7	101.2					102.4								102.4
Other products	120.8	116.3					118.9								118.9

### 3. The general situation

Compared with the same period of the previous fiscal year, our sales became 104.0% in October.

This October has 4 Sundays, less one day compared with October '06, which might have an effect on about 3% decrease in sales.

As to audio visual products, our sales of flat-panel TVs and memories audio such as new iPod of "Apples" was steady.

On the other hand, sales of DVD recorders was slightly stagnant.

As to home appliances, our sales of air conditioners was better, and, sales of refrigerators and cooking devices was steady.

As to information communications equipment products, our sales of digital compact camera and pc software was better.

Sales of pc, mobile phones was steady, while sales of printer was slightly stagnant.

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