

## 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						108.7								108.7

### 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						107.4								107.4
Home appliances	112.6						112.6								112.6
Information communications equipment products	103.7						103.7								103.7
Other products	121.5						120.8								120.8

### 3. The general situation

Compared with the same period of the previous fiscal year, our sales became 108.8% in September.

We had such better results even though without a big sales campaign this September. (Last year we had a big sales campaign at some stores in September.)

As to audio visual products, our sales was better in flat-panel TVs, and video cameras supported by sports festival season in Japan.

Sales of memories audio was also steady.

As to home appliances, our sales of air conditioners and refrigerators was better due to "very hot" of late summer.

Sales of other home appliances products such as cooking devices, beauty and barber products, and light fixture was generally steady.

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

As to other products, sales of game machine and relating accessories, toy, and liquors was better, and sales of watch was steady.

(Note): Opening date of "Lazona Kawasaki" store was September 28, 2006.