

Monthly Sales Bulletin : BIC CAMERA for year to August 2009

- 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 '08	Oct '08	Nov '08	Dec '08	Jan '09	Feb '09	Six months to Feb '09	Mar '09	Apr '09	May '09	Jun '09	Jul '09	Aug '09	Six months to Aug '09	Year to Aug '09
Net Sales	98.0	100.6	101.7	88.1	95.2	90.7	95.1	95.1	91.8	97.7	95.5	99.2	99.1	96.4	95.7

2. Sales by product line (% change over previous fiscal year)

	Sep '08	Oct '08	Nov '08	Dec '08	Jan '09	Feb '09	Six months to Feb '09	Mar '09	Apr '09	May '09	Jun '09	Jul '09	Aug '09	Six months to Aug '09	Year to Aug '09
Audio visual products	<u>104.6</u>	<u>109.4</u>	<u>105.4</u>	<u>91.5</u>	<u>102.2</u>	98.6	100.8	101.0	93.9	104.4	101.8	108.9	104.9	102.6	101.7
Home appliances	102.8	103.6	111.6	92.3	109.4	100.6	102.8	104.4	102.5	111.0	115.0	100.1	111.8	107.1	105.2
Information communications equipment products	<u>95.2</u>	<u>95.6</u>	<u>96.6</u>	<u>86.3</u>	<u>89.8</u>	82.7	90.7	86.4	88.3	86.6	82.2	85.1	82.6	85.3	88.0
Other products	85.4	89.2	94.4	81.6	80.0	82.1	84.9	88.8	84.3	89.4	82.2	99.7	101.6	91.0	87.7

* From 1Q for FY ending August 2009.

We have changed digital cameras and related accessories from "Information communication equipment products" to "Audio visual products (including cameras)" as Digital cameras are "digital equipment", but basically "cameras".

This change, therefore, is also reflected in this "Monthly Sales Bulletin" from September 2008 to February 2009 as indicated by "underlines".

3. Business Details (August 2009)

Product Lines	Trend	Main Products
Audio visual products	Better	TV (Flat-panel TVs)
	Slightly stagnant	Digital cameras
Home appliances	Better	Seasonal home electronics(Air conditioners), Refrigerators
	Steady	Washing machines, Kitchen appliances, Personal care electronics
Information communications equipment products	Stagnant	PC, PC peripherals
Other products	Better	Games
	Steady	Toys
	Slightly stagnant	Watches, Sporting goods

Topics: Sales of seasonal home electronics including air conditioners greatly increased, and sales of refrigerators was better.

As to other home appliances, our sales was generally steady.

Sales of other products exceed last year for the first time since August, 2008.

Because, sales of games which occupies large part of "Other products" was better like last month.