

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			95.8								95.8

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	108.8	114.1	111.4	95.9			105.6								105.6
Home appliances	102.8	103.6	111.6	92.3			101.6								101.6
Information communications equipment products	94.1	95.1	94.1	83.6			90.8								90.8
Other products	85.4	89.2	94.4	81.6			86.6								86.6

3. Business Details (December 2008)

Product Lines	Trend	Main Products
Audio visual products	Better	Blu-ray Disc Recorders
	Slightly Stagnant	TV (Flat-Panel TVs),
Home appliances	Steady	Cooking Devices
Information communications equipment products	Steady	Micro Note Book PC
	Slightly Stagnant	PC
	Stagnant	Digital Cameras
Other products	Steady	Toys
	Stagnant	Games

Topics: In December 2008, our sales was stagnant due to the worsened business confidence.

(Factor) •Peak of year-end sales this year was later than that of ordinary year.

•Stagnant sales in early December was not covered by, improved sales in later December, which was in very contrast to better sales in December 2007 posting double-digit increase compared with December 2006.

December 2008 had two days less of Sunday and Saturday compared with December 2007, which had an effect of about 6% decrease in sales.