

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			95.0	95.0

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			100.2	100.6
Home appliances	102.8	103.6	111.6	92.3	109.4	100.6	102.8	104.4	102.5	111.0	115.0			108.5	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			86.0	88.7
Other products	85.4	89.2	94.4	81.6	80.0	82.1	84.9	88.8	84.3	89.4	82.2			86.2	85.4

* 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 (June 2009)

Product Lines	Trend	Main Products
Audio visual products	Better	TV (Flat-panel TVs)
	Steady	Blu-ray disc recorders
	Stagnant	Digital cameras, Audio players
Home appliances	Better	Refrigerators, Seasonal home electronics
	Steady	Washing machines, Kitchen appliances, Personal care electronics
Information communications equipment products	Slightly stagnant	Cellular phones
	Stagnant	PC, PC peripherals
Other products	Better	Toys
	Steady	Liquors
	Stagnant	Games, Watches

Topics : June 2009 had one day less of Sunday compared with June 2008, which had an effect of about 2.5% decrease in sales.