

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					99.3								99.3

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								111.4
Home appliances	102.8	103.6					103.2								103.2
Information communications equipment products	94.1	95.1					94.6								94.6
Other products	85.4	89.2					87.3								87.3

3. The general situation

- As to audio visual products, our sales of flat-panel TVs and BD (Blu-ray Disc) recorders was keeping better, and sales of video cameras was also steady.
- On the other hand, sales of audio players was slightly stagnant.
- As to home appliances, our sales was generally steady.
- As to information communications equipment products, our sales of mobile phones was better, and sales of PC was also steady covered by sales of strong sales of laptop PC, though sales of desktop PC was stagnant.
 On the other hand, sales of digital cameras was slightly stagnant, due to weak sales of compact type cameras, though sales of digital single lens reflex cameras was better.
- As to other products, sales of sporting goods, toys, and liquors was better.
 On the other hand, sales of video games machinery was heavily stagnant together with video game software the same as September.