

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						98.0								98.0

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	108.8						108.8								108.8
Home appliances	102.8						102.8								102.8
Information communications equipment products	94.1						94.1								94.1
Other products	85.4						85.4								85.4

3. The general situation

- Our sales became 98.0% in September, 2008, compared with the same period of the previous fiscal year.
Our sales faced about 5% decrease in sales, due to two days less Sunday and Saturday compared with September 2007.
and "no Kyoto station store opening sales effect" this year ("Kyoto station store" was opened in August, 2007.)
- 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 stagnant.
- As to home appliances, our sales of air conditioners was slightly stagnant, that was better in September, 2007 due to late summer last year,
while sales of other products was generally steady.
- As to information communications equipment products, our sales of mobile phones was better. On the other hand, sales of PC was slightly stagnant.
Our sales of digital cameras was totally stagnant, due to weak sales of compact type cameras, not covered by sales of strong sales of digital single lens reflex cameras.
- As to other products, our sales of sporting goods was better, and sales of toys and liquors was also steady.
On the other hand, sales of video games machinery was heavily stagnant together with video game software.
Last year Sony released new Play Stations (PSP) and related new software, which boosted our sales in September, 2007.