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Best Bridal, Inc.

President and CEO Masayuki Tsukada

TSE Mothers Code: 2418

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**Notice concerning entry into Korean guest house wedding business
(capitalization of MARIZIN INC.)**

Best Bridal has signed a basic agreement for capitalization in the guest house wedding business, with MARIZIN INC. of Korea, as detailed below.

1. Reason for investment

As a pioneer in guest house weddings, Best Bridal operates a number of guest houses both in Japan and overseas, offering high quality and authenticity, consistently delivering the latest services and facilities. We provide our customers with dreams and moving experiences through our rich product line-up and detailed service, which make possible highly original weddings. We have handled 3,185 weddings as of December 2005. We established subsidiary Best Bridal Hawaii, Inc. in February 1999 as part of our overseas business, and began handling overseas wedding business through it in May of that year. We now directly operate six chapels in Hawaii, with a history of 2,522 weddings as of December 2005.

MARIZIN was established in June 2003, beginning with the production of restaurant weddings, and in May of that year opened its first directly-operated guest house in Gangnam-gu, Seoul. As in Japan, there is increasing demand for original weddings in Korea among younger couples, and it is expected that the guest house wedding market will grow rapidly. The firm plans to open six to eight outlets in the next three years.

As defined in the basic agreement, Best Bridal plans to capitalize MARIZIN, and this move will make it possible for us to take our first step into the high-growth East Asian market within minimal risk. MARIZIN, meanwhile, will be able to utilize our experience and expertise in guest house weddings to accelerate its expansion plans.

We plan to continue to strengthen our mutual cooperation, including arrangement for overseas weddings and codevelopment of the wedding clothing business in Korea.

2. Capitalization details

The capitalization will be implemented as an allocation of new shares to a third party.

1) Issued shares: 60,682

2) Face value: 20,000 won (equivalent to about 2400 yen)

3) Total capitalization: 1213.64 million won (equivalent to about 148 million yen)

4) Capitalization ratio: After capitalization, Best Bridal will hold 33.4% of issued stock.

Under Japanese law, this will mean that MARIZIN will be an affiliate under the equity method.

3. Outline of firm to be capitalized

- (1) Name: MARIZIN INC.
- (2) Established: June 2003
- (3) Head office address: 135-832 Beauty Plaza 4F, 244-4 Nonhyun-Dong, Gangnam-Gu, Seoul, Korea
- (4) Legal representative: Jaesang Lee
- (5) Capitalization: 650 million won
- (6) Major shareholder: Jaesang Lee 82.3%
- (7) Business lines: Wedding business, and planning, production and sale of related products
- (8) Financial year: December 31
- (9) Employees: 3 (year ended December 2005)
- (10) Assets: 1,703,703,598 won (year ended December 2005)
- (11) Equity: 339,906,281 won (year ended December 2005)
- (12) Revenues: 274,291,863 won (year ended December 2005)
- (13) Operating income (loss): (86,289,876 won) (year ended December 2005)
- (14) Net income (loss) (86,289,876 won) (year ended December 2005)

4. Future outlook

This capitalization is expected to contribute to improved performance over the medium term, but is unlikely to have more than a minor effect on performance for the current term (ending December 2006).