

November 25, 2013

Best Bridal, Inc.
President and CEO: Masayuki Tsukada
Securities code: 2418 (First Section, Tokyo Stock Exchange)

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Best Bridal Announces Establishment of Specified Subsidiary

The Board of Directors of Best Bridal resolved at a meeting held on November 25, 2013 to establish a subsidiary (Best Global, Inc.) as follows. In addition, since the capital of the subsidiary is equivalent to 10% or more of the capital of Best Bridal, the subsidiary is classified as a specified subsidiary of Best Bridal.

1. Reason for Establishing a Subsidiary

Best Bridal considers the hotel business a strategically important business. Upon taking over the business relating to The Strings by InterContinental Tokyo from Central Hotels K.K., Best Bridal will establish a subsidiary to handle matters including business management of the hotel.

2. Outline of the Specified Subsidiary

Name	Best Global, Inc.	
Location	3-11-10 Higashi, Shibuya-ku, Tokyo	
Representative name and title	Masayuki Tsukada, Representative Director	
Business description	Management of The Strings by InterContinental Tokyo	
Capital	100 million yen	
Date established	November 25, 2013	
Major shareholder and shareholding ratio	Best Bridal, Inc. 100%	
Relationships with Best Bridal	Capital relationship	Best Bridal owns 100% of the subsidiary.
	Personal	Five officers of Best Bridal concurrently serve as

	relationships	officers of the subsidiary.
	Business relationships	There are no noteworthy business relationships between Best Bridal and the subsidiary.

3. Schedule

(1) Board of Directors resolution: November 25, 2013

(2) Date of establishment: November 25, 2013

4. Future Outlook

Although the impact of the subsidiary's establishment on business results in the current fiscal year will be minor, Best Bridal will disclose any impact on business results on an ongoing basis as plans progress.