



Briefing Materials on Consolidated Results for the Third Quarter Ended December 31, 2010

I. Overview of Consolidated Results for the Nine Months Ended December 31, 2010

I-1. Overview of Consolidated Results

(Millions of yen)

Item	Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009	Change	Plan for the Year Ending Mar. 2011
Net sales	39,263	40,029	Down 1.9%	53,100
Gross profit	25,849	26,116	Down 1.0%	35,400
Gross profit ratio	65.8%	65.2%	Up 0.6 points	66.7%
Selling, general and administrative expenses	24,138	24,253	Down 0.5%	33,400
SG&A ratio	61.5%	60.6%	Up 0.9 points	62.9%
Operating income	1,711	1,862	Down 8.1%	2,000
Operating income ratio	4.4%	4.7%	Down 0.3 points	3.8%
Ordinary income	1,598	1,982	Down 19.4%	1,900
Ordinary income ratio	4.1%	5.0%	Down 0.9 points	3.6%
Net income	724	906	Down 20.0%	700

I-2. Overview of Consolidated Results (Mielparque/Existing)

(Millions of yen)

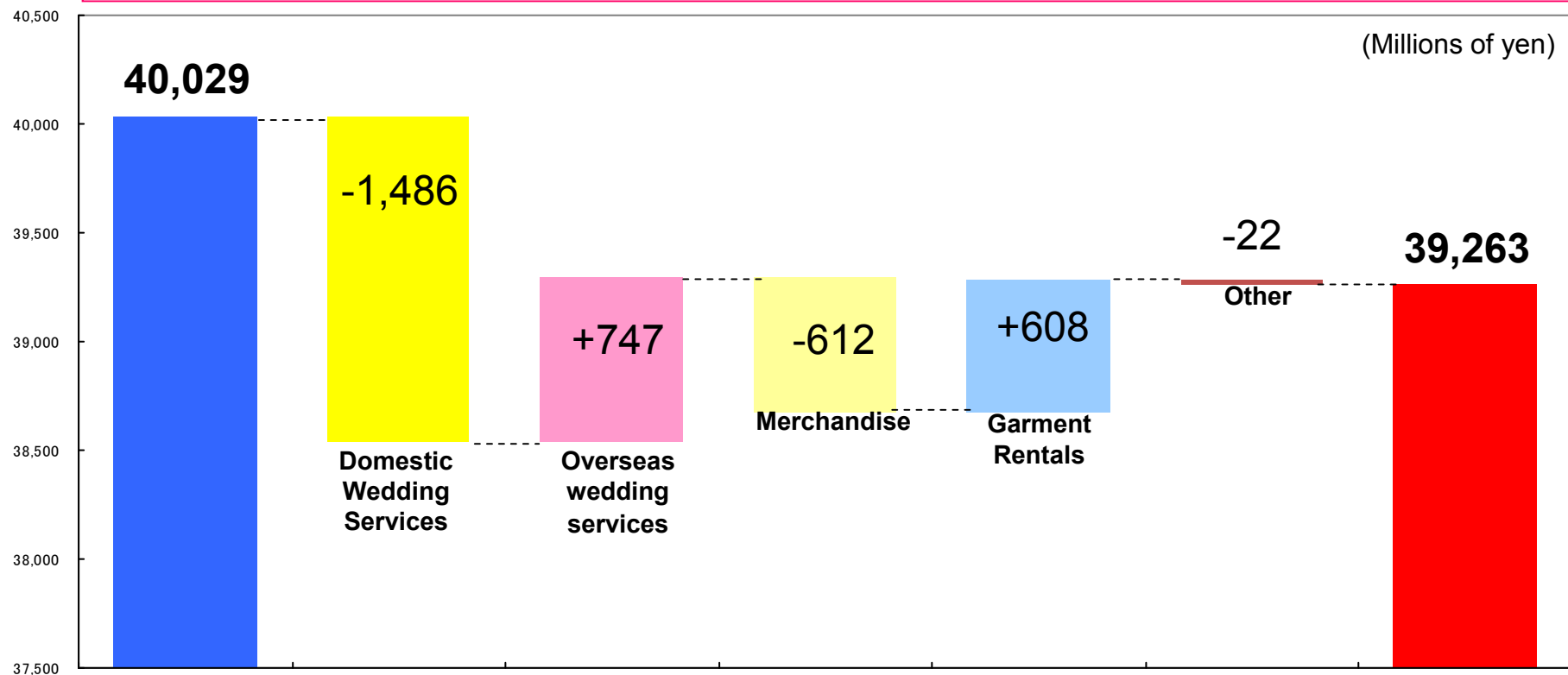
Item	Consolidated		Existing		Mielparque	
	Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009	Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009	Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009
Net sales	39,263	40,029	25,030	24,391	14,233	15,637
Gross profit	25,849	26,116	16,123	15,894	9,726	10,221
Gross profit ratio	65.8%	65.2%	64.4%	65.2%	68.3%	65.4%
Selling, general and administrative expenses	24,138	24,253	14,577	14,433	9,561	9,819
SG&A ratio	61.5%	60.6%	58.2%	59.2%	67.2%	62.8%
Operating income	1,711	1,862	1,546	1,461	164	401
Operating income ratio	4.4%	4.7%	6.2%	6.0%	1.2%	2.6%
Ordinary income	1,598	1,982	1,427	1,579	171	403
Ordinary income ratio	4.1%	5.0%	5.7%	6.5%	1.2%	2.6%
	724	906				

II. Overview of Consolidated Results for the Nine Months Ended December 31, 2010

II-1. Net Sales Factor Analysis (Year on Year)

■ Net sales fell by 1.9% year on year

The increase in average spending on overseas weddings and the operation of our new facilities in Taiwan led to an increase in net sales from overseas weddings, but orders for Mielparque weddings decreased, resulting in a decline in overall sales.



Nine months ended Dec.
2009

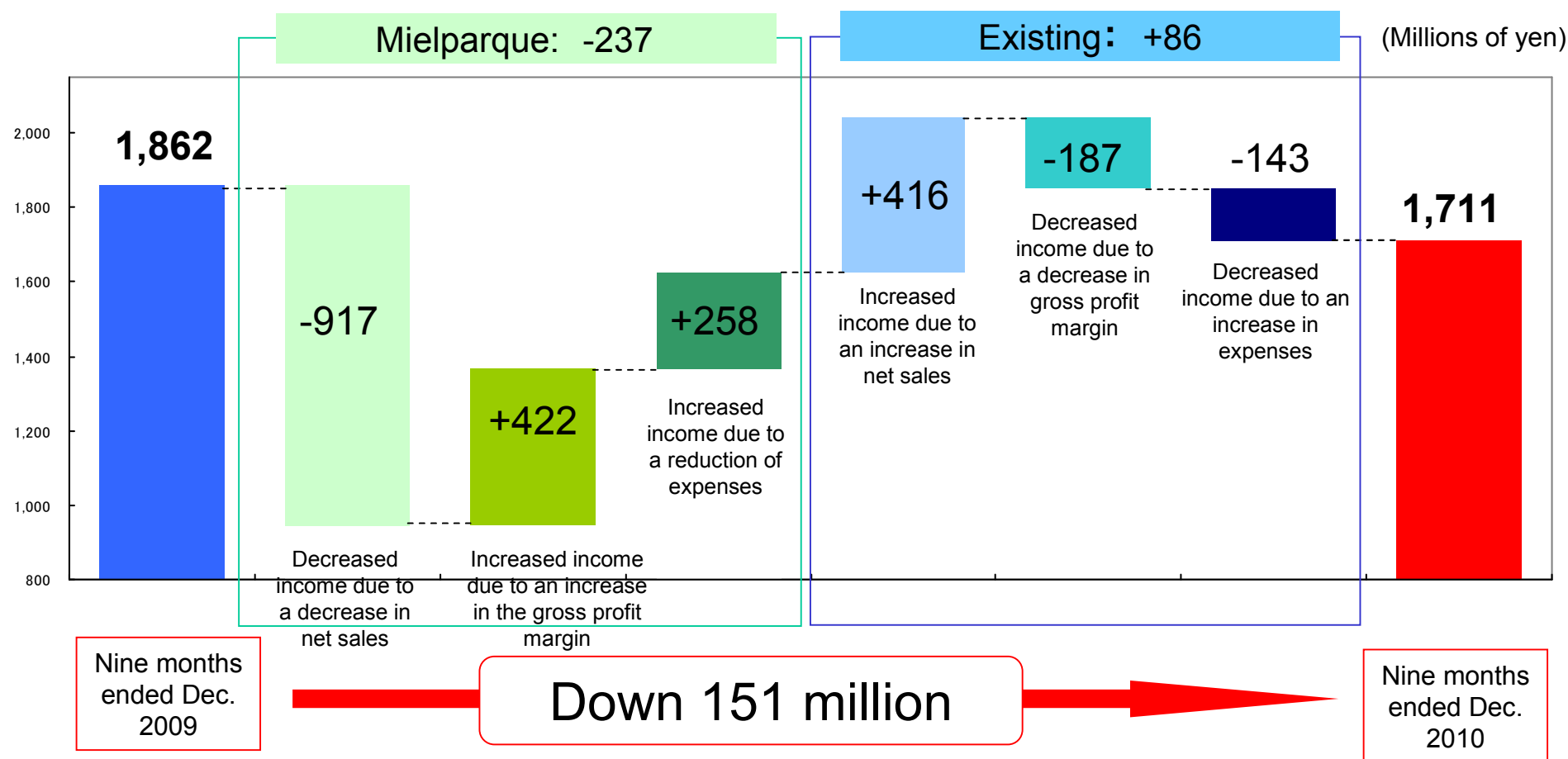
Down ¥765 million

Nine months ended Dec.
2010

II-2. Operating Income Factor Analysis (Year on Year)

■ Operating income fell 8.1% year on year

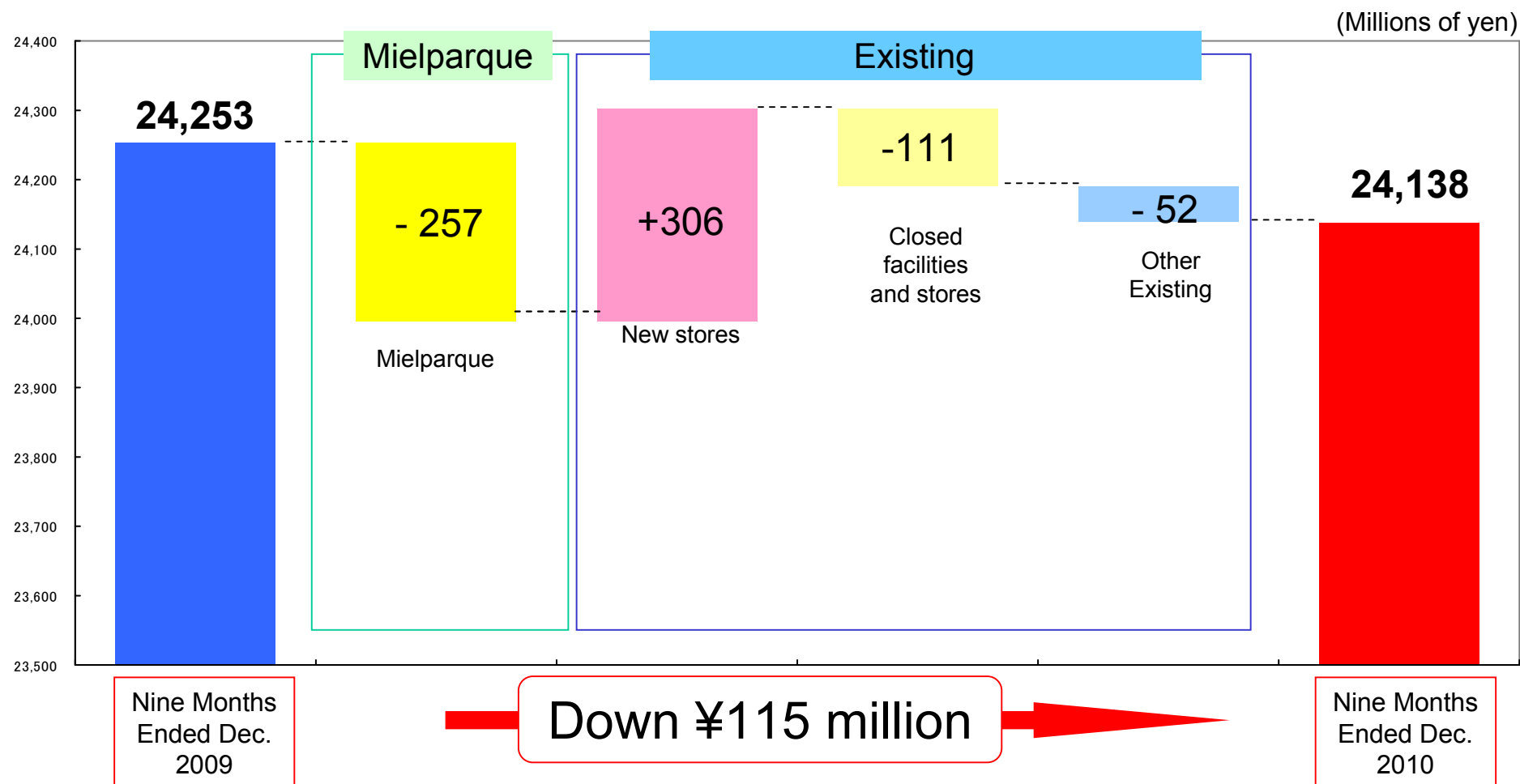
We made an effort to reduce expenses through the implementation of structural reforms, but operating income declined due to the decline in net sales of Mielparque.



II-3. SG&A Factor Analysis (Year on Year)

■ SG&A fell 0.5% year on year

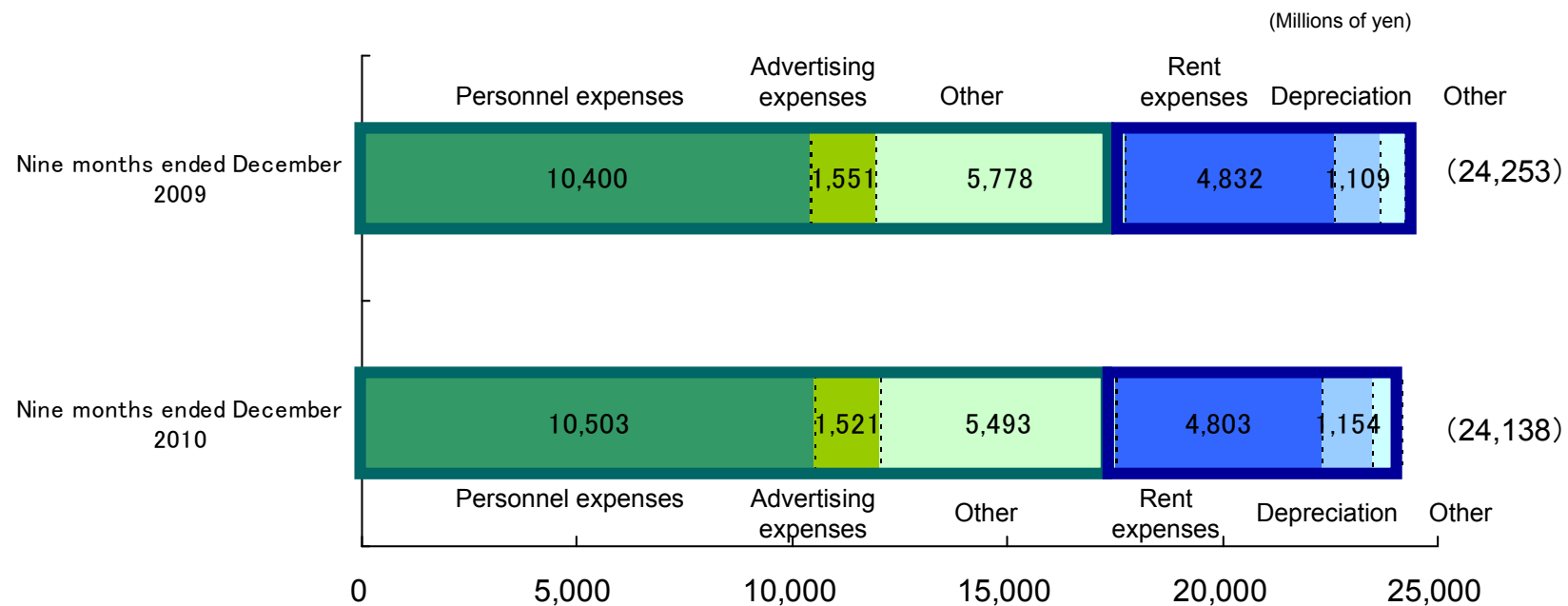
As a result of our structural reforms, SG&A decreased.



II-4. Selling, General and Administrative Expenses (Changes by Item)

Selling, general and administrative expenses

SG&A ratio **Nine Months Ended Dec. 2009** 60.6%  **Nine Months Ended Dec. 2010** 61.5% **(Up 0.9 points year on year)**



III. Overview of the Nine Months Ended December 30, 2010 by Business Category

III-1. Overview of P/L by Business Category (Year on Year)

(Millions of yen)

Net sales

Item	Nine Months Ended Dec. 2010		Nine Months Ended Dec. 2009		Change
Domestic Wedding Services	25,229	64.3%	26,715	66.7%	Down 5.6%
Overseas Wedding Services	7,011	17.9%	6,264	15.6%	Up 11.9%
Merchandise	2,540	6.5%	3,153	7.9%	Down 19.4%
Garment Rentals	3,762	9.6%	3,154	7.9%	Up 19.3%
Commissions	719	1.8%	741	1.9%	Down 3.0%
Net sales	39,263	100.0%	40,029	100.0%	Down 1.9%

Gross profit

		Gross Profit Ratio		Gross Profit Ratio	
Domestic Wedding Services	16,436	65.1%	17,435	65.3%	Down 0.2 points
Overseas Wedding Services	4,129	58.9%	3,855	61.5%	Down 2.6 points
Merchandise	1,737	68.4%	1,893	60.1%	Up 8.3 points
Garment Rentals	2,827	75.2%	2,189	69.4%	Up 5.8 points
Commissions	719	100.0%	741	100.0%	—
Net sales	25,849	65.8%	26,116	65.2%	Up 0.6 points

III-2. Overview of P/L by Business Category - Domestic Wedding Services

			Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009	Change
Net sales from Domestic Wedding Services (Millions of yen)			25,229	26,715	Down 5.6%
	Number of customers (Couples)		9,325	9,909	Down 5.9%
	In-house chapel facilities		32	30	Up 6.7%
Gross profit from Domestic Wedding Services (Millions of yen)			16,436	17,435	Down 5.7%
Gross profit ratio			65.1%	65.3%	Down 0.2 points
	Mielparque *1	Number of customers (Couples)	3,176	3,695	Down 14.0%
		Average wedding spending (Thousands of yen)	2,224	2,187	Up 1.7%
	Meguro Gajoen *1	Number of customers (Couples)	1,181	1,225	Down 3.6%
		Average wedding spending (Thousands of yen)	3,196	3,251	Down 1.7%
	Resort weddings *2	Number of customers (Couples)	3,840	3,930	Down 2.3%
		Average wedding spending (Thousands of yen)	791	817	Down 3.2%
	Including Okinawa *2	Number of customers (Couples)	3,203	3,271	Down 2.1%
		Average wedding spending (Thousands of yen)	835	865	Down 3.5%
	Other	Number of customers (Couples)	1,128	1,059	Up 6.5%
		Average wedding spending (Thousands of yen)	2,416	2,264	Up 6.7%

New facilities	Number of customers (Couples)	98	0	+98
Closed facilities	Number of customers (Couples)	0	20	-20
Existing facilities	Number of customers (Couples)	9,227	9,889	-662

[Overview]

Net sales declined due to the decline in the number of customers for Mielparque and domestic resort weddings.

[Factors resulting in the decline in the number of customers]

■ Mielparque

The number of customers declined because our ability to attract customers decreased and so orders for weddings declined.

■ Resort weddings

The number of customers for Okinawa resort weddings declined due to the impact of the H1N1 influenza outbreak during the order period.

*1. The average spending in the Wedding Division was used as the average wedding spending for Mielparque and Meguro Gajoen.

*2. A change has been made to the method used to calculate the average spending in Okinawa. The previous year's average spending has been recalculated using the same change to accommodate the change.

III-3. Overview of P/L by Business Category Overseas Wedding Services (1) Japanese Market

		Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009	Change
Net sales from Overseas Wedding Services (Millions of yen)		7,011	6,264	Up 11.9%
Gross profit from Overseas Wedding Services (Millions of yen)		4,129	3,855	Up 7.1%
Overseas Wedding Services Gross profit ratio		58.9%	61.5%	Down 2.6 points
Number of customers (Couples)		11,697	12,036	Down 2.8%
Average spending per couple (Thousands of yen)		563	520	Up 8.3%
Number of customers	Hawaii	6,185	6,504	Down 4.9%
	Micronesia	3,548	3,328	Up 6.6%
	Oceania	711	913	Down 22.1%
	North America	134	137	Down 2.2%
	Europe	700	699	Up 0.1%
	Bali	419	452	Down 7.3%
	Other	0	3	—
	Total (Couples)	11,697	12,036	Down 2.8%
	Usage rate of in-house chapels	72.7%	77.3%	Down 4.6 point

[Overview]

The increase in average spending on overseas weddings and the operation of our new facilities in Taiwan led to an increase in net sales.

[Factors resulting in a decrease in the number of customers]

The number of couples handled in Guam increased due to the impact of the strong yen, but the total number of couples declined as a result of the closure of the chapel in Hawaii.

[Factors resulting in an increase of average wedding spending]

Average wedding spending increased as a result of increased usage of the Customer Support Center.

III-3. Overview of P/L by Business Category

Overseas Wedding Services (2) Progress in East Asia Business

	Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009	Change
East Asia 'Local' wedding service business			
Grace Hill Net sales (Millions of yen)	429	—	—
Number of customers (Couples) *1	298	—	—
Average wedding spending (Thousands of yen) *1	1,439	—	—
East Asia Destination wedding service business *2			
Number of customers: from overseas to overseas (Couples)	213	65	+148
Number of customers: from overseas to domestic (Couples)	154	65	+89
Total (Couples)	367	130	+237

[Overview]

Net sales increased, thanks to the operation of our new facilities (Grace Hill) in Taiwan.

*1. The number of customers and the average wedding spending are the figures for the Wedding Division of Grace Hill. Average wedding spending at Grace Hill is calculated by dividing net sales by the number of customers.

*2. The number of couples for the destination wedding service business in East Asia is the figure for the number of customers traveled from Hong Kong, Taiwan and Shanghai.

III-4. Overview of P/L by Business Category Merchandise

	Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009	Change
Net sales from Merchandise (Millions of yen)	2,540	3,153	Down 19.4%
Dresses sold (Avica, FR)	10,586	12,273	Down 13.7%
Average price of dresses sold (Avica, FR) (Thousands of yen)	168	181	Down 7.2%
Tuxedos sold (UOMO)	2,663	3,589	Down 25.8%
Average price of tuxedos sold (UOMO) (Thousands of yen)	78	78	—
Gross profit from Merchandise (Millions of yen)	1,737	1,893	Down 8.3%
Merchandise Gross profit ratio	68.4%	60.1%	Up 8.3 points

[Overview]

Thanks to adding a popular line of rental dresses, customer transactions shifted from purchases to rentals.

* The number of dresses sold includes those sold by Mielparque and Meguro Gajoen, but net sales are included in domestic wedding services net sales.

(Reference) Total Wedding Dresses (Avica + FR + RS)

Total dresses (sales and rentals)	16,606	16,209	Up 2.4%
Total dresses (sales and rentals) (Thousands of yen)	148	159	Down 7.0%

* Avica dresses: **Order system dresses**

- A system for tailoring new dresses to match the customer's body shape based on over 90 designs and Japanese sizes ranging from 3 to 37.

* FR dresses: **Dress first rental**

- A system in which customers pick up a new dress at the store or facility where the wedding is held based on the garments chosen at a store near home.

III-5. Overview of P/L by Business Category

Garment Rentals

	Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009	Change
Revenue from Garment Rentals (millions of yen)	3,762	3,154	Up 19.3%
Number of RS dresses sold	6,020	3,936	Up 52.9%
Average price of RS dresses sold (Thousands of yen)	111	89	Up 24.7%
Number of "Studio Photo Plan" sales	7,715	10,070	Down 23.4%
Average "Studio Photo Plan" price (Thousands of yen)	91	89	Up 2.4%
Gross profit from Garment Rentals (Millions of yen)	2,827	2,189	Up 29.1%
Garment Rentals Gross profit ratio	75.2%	69.4%	Up 5.8 points

[Overview]

We have enhanced our highly popular lineup in rental dresses so the number of dresses rented increased.

* RS: **Garment rental reservation system**

- This is a rental system in which the customer reserves a dress/tuxedo at Watabe Wedding stores in Japan, and a dress/tuxedo of the same design and size is provided at the overseas store.

* Studio Photo Plan: **Plan where photos are taken in a studio in advance**

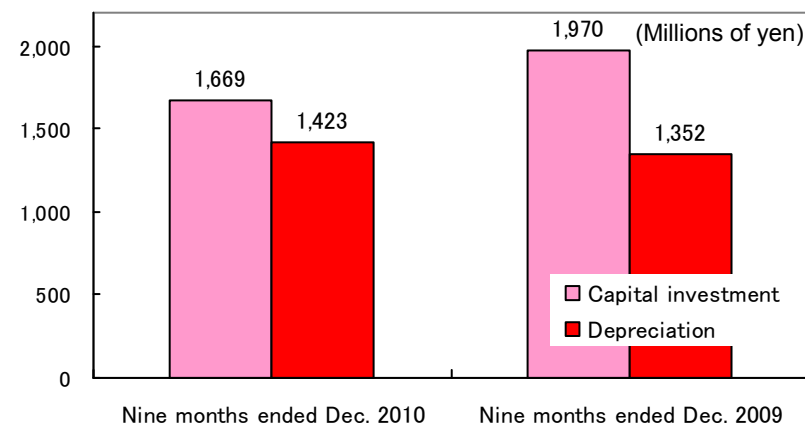
IV. Cash Flows, Capital Investment and Balance Sheets

IV-1. Cash Flows and Capital Investment

Cash Flows

	(Millions of yen)		
	Nine Months Ended Dec. 2010	Nine Months Ended Dec. 2009	Change
Net cash provided by operating activities	1,771	1,356	+414
Net cash used in investing activities	-581	-1,903	+1,322
Net cash provided by (used in) financing activities	-184	277	-461
Effect of exchange rate change on cash and cash equivalents	-136	-6	-130
Change in cash and cash equivalents	868	-276	+1,144
Cash and cash equivalents at end of period	5,106	4,664	+442

Capital Investment and Depreciation



<Major capital investments>

- New chapel in Hawaii
- Remodeling of Mielparque facilities
- Others

IV-2. Balance Sheets (Consolidated)

(Millions of yen)

	As of Dec. 31, 2010	As of Mar. 31, 2010			As of Dec. 31, 2010	As of Mar. 31, 2010	
Total current assets	9,342	8,401	+941	Total liabilities	10,647	10,887	-239
Cash and deposits	5,505	4,241	+1,263	Current liabilities	7,943	8,802	-858
Accounts receivable-trade	1,500	1,748	-247	Accounts payable-trade	1,832	1,874	-41
Other	2,336	2,411	-75	Short-term loans payable	1,082	909	+172
Total noncurrent assets	16,343	17,462	-421	Income taxes payable	59	517	-458
Property, plant and equipment	11,141	11,562	-421	Advances received	1,947	2,317	-369
Buildings and structures	6,255	6,104	+151	Other	3,021	3,182	-161
Other	4,886	5,458	-572	Noncurrent liabilities	2,704	2,085	+618
Intangible assets	1,022	1,436	-414	Long-term loans payable	1,508	1,533	-24
Investments and other assets	4,179	4,463	-283	Asset retirement obligations	571	-	+571
Guarantee deposits	3,535	3,692	-157	Other	624	552	+72
Other	644	770	-126	Net assets	15,038	14,976	+61
Total assets	25,685	25,864	-178	I. Shareholders' equity	16,520	16,092	+427
				Capital stock	4,176	4,176	—
				Capital surplus	4,038	4,038	—
				Retained earnings	8,306	7,878	+427
				II. Valuation and translation adjustments	-1,488	-1,120	-368
				III. Minority interests	6	4	+2
				Total liabilities and net assets	25,685	25,864	-178

Equity ratio	58.5%	57.9%	Up 0.6 points
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V. Progress for the Year Ending March, 2011

V-1. Progress Versus Plan for the Year Ending March, 2011

(Millions of yen)

Item	Plan for the Year Ending Mar. 2011	Nine Months Ended Dec. 2009	Change	Results for the Quarter Ended March, 2010		
					Mielparque	Existing
Net sales	53,100	39,263	73.9%	12,053	4,553	7,501
Gross profit	35,400	25,849	73.0%	8,064	3,039	5,025
Gross profit ratio	66.7%	65.8%		66.9%	66.8%	67.0%
Selling, general and administrative expenses	33,400	24,138	72.3%	8,154	3,259	4,895
SG&A ratio	62.9%	61.5%		67.7%	71.6%	65.3%
Operating income	2,000	1,711	85.6%	-90	-220	130
Operating income ratio	3.8%	4.4%		-0.7%	-4.8%	1.7%
Ordinary income	1,900	1,598	84.1%	-90	-218	128
Ordinary income ratio	3.6%	4.1%		-0.7%	-4.8%	1.7%
Net income	700	724	103.4%	-133		

VI. Plans for the Year Ending March 2011
-Progress of the Business Policy-

VI-1. Basic Policy for the Year Ending March 2011

Basic Policy

Work toward a V-shaped recovery through improved profitability

Improved Profitability

■ Place priority on resolving immediate issues in an effort to improve profitability ■

In the year ending March 2011, we will be renewing our Medium-term Business Plan. Considering we were unable to meet initial targets for the last fiscal year, this year we will make a single-year plan to place priority on implementing structural reforms and resolving immediate issues.

Growth Strategy

■ Growth strategy and investment involves selection and concentration ■

Through a growth strategy and investment involving selection and concentration, we will focus on the content that will contribute to a V-shaped recovery next fiscal year.

VI-2. Business Policies for the Year Ending March 2011

Business Policies

Business Policy (1)

Recovery of competitiveness in main business

Business Policy (2)

Rebuilding Mielparque

Business Policy (3)

Growth strategy: Expansion of Asia strategy

VI-3. Business Policies (1)

Recovery of Competitiveness in Main Business

Policy	Recovery of competitiveness in main business
Practical measures	<p>[1] Steps to increase sales</p> <p>(1) Maintaining the number of customers</p> <p>(2) Increasing average spending on overseas weddings</p> <p>[2] Improved profitability.....Lowering of break-even point by implementing structural reforms centered on fixed expenses</p>

Plan Figures

	Nine Months Ended Dec. 2009	Nine Months Ended Dec. 2010	Change	(Millions of yen)	
Net sales	24,391	25,030	Up 2.6%	Plan for Year Ending Mar. 2011	Target for Year Ending Mar. 2012
Growth of net sales	—	Up 2.6%	—	33,661	
				Up 5.5%	
Gross profit	15,894	16,123	Up 1.4%	22,264	
Gross profit ratio	65.2%	64.4%	Down 0.8 points	66.1%	
Selling, general and administrative expenses	14,434	14,577	Up 1.0%	20,464	
SG&A ratio	59.2%	58.2%	Down 1.0 point	60.8%	
Operating income	1,460	1,546	Up 5.9%	1,800	
Operating income ratio	6.0%	6.2%	Up 0.2 points	5.3%	

Return to 7% operating income ratio

* The figures for the nine months ended December 2009, the nine months ended December 2011 and the plan for the year ending March 2011 are actual and planned figures excluding Mielparque.

VI-3. Business Policies (1)-1 Recovery of Competitiveness in Main Business

Practical measures

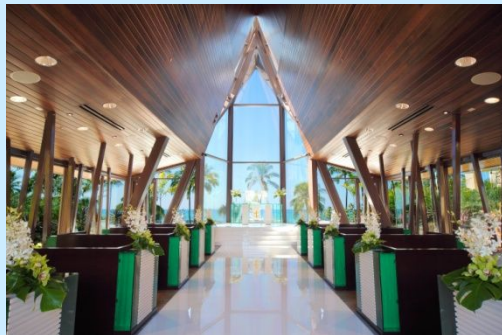
[1] Steps to increase sales.....(1) Maintaining the number of customers

1. Opening of new chapel in Hawaii

Honu Kai Lani at Ko Olina Place of Welina

Providing a Japanese level of quality in hospitality despite being in Hawaii

Open on November 1



Opening in the Ko Olina resort area

Site size: Approx. 9,200m²

Outline of facility:
Chapel, Greeting cottage,
3 banquet rooms and Ceremony garden

Wedding forecast:
2,000 couples/year

1. Improve appeal of facilities



Party space
with a maximum capacity of 26



A spacious wedding space

2. Increase quality of service to provide a Japanese level of hospitality quality



Assign a dedicated party master to all couples

2. Enforcing the brand power of directly operated stores

The concept is a "Traditional Resort"
Renovated core stores in Shinjuku and Nagoya.

Mirraza Shinjuku Salon



Nagoya Grand Plaza



Interior coordination using ACTUS products with excellent design.
Store image renewed.

1. Developing new demand



Established the With Kids Room, a space especially for customers with children in response to the demand for "mom and dad weddings."

2. Steps to improve customer satisfaction



Steps to improve customer satisfaction through the introduction of a wedding concierge system and the adoption of customer service utilizing touch panel PCs.

VI-3. Business Policies (1)-2

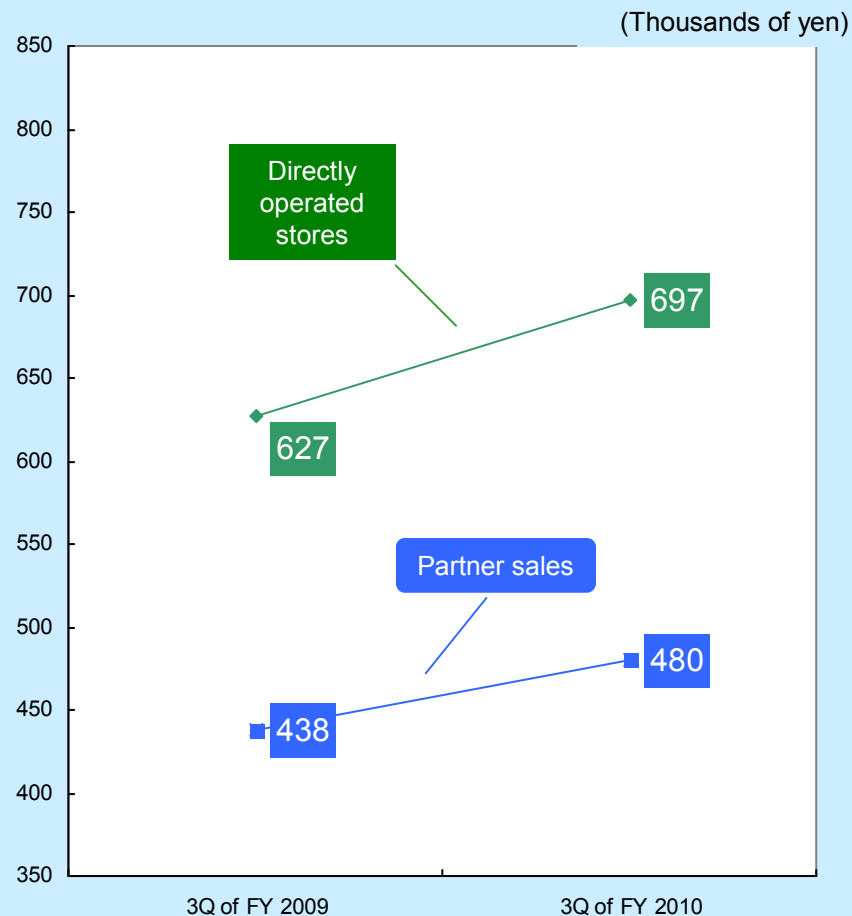
Recovery of Competitiveness in Main Business

Practical measures

- [1] Steps to increase sales
- (2) Increasing average spending on overseas weddings

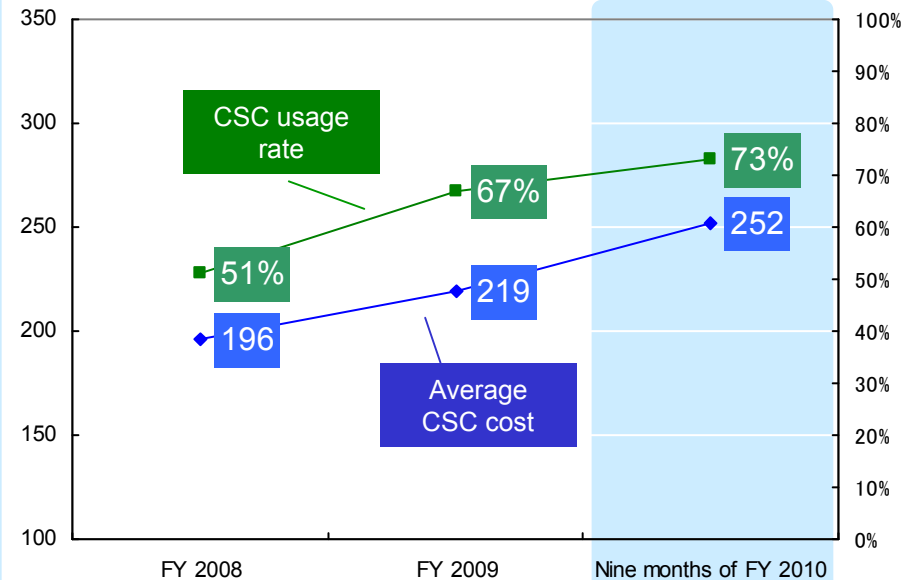
■ Increasing average spending on overseas weddings

Average spending is increasing owing to the effect of a measure for raise.



Target average spending:
¥511,000 → ¥530,000 (Up ¥19,000)

1. Improving customer support center functions



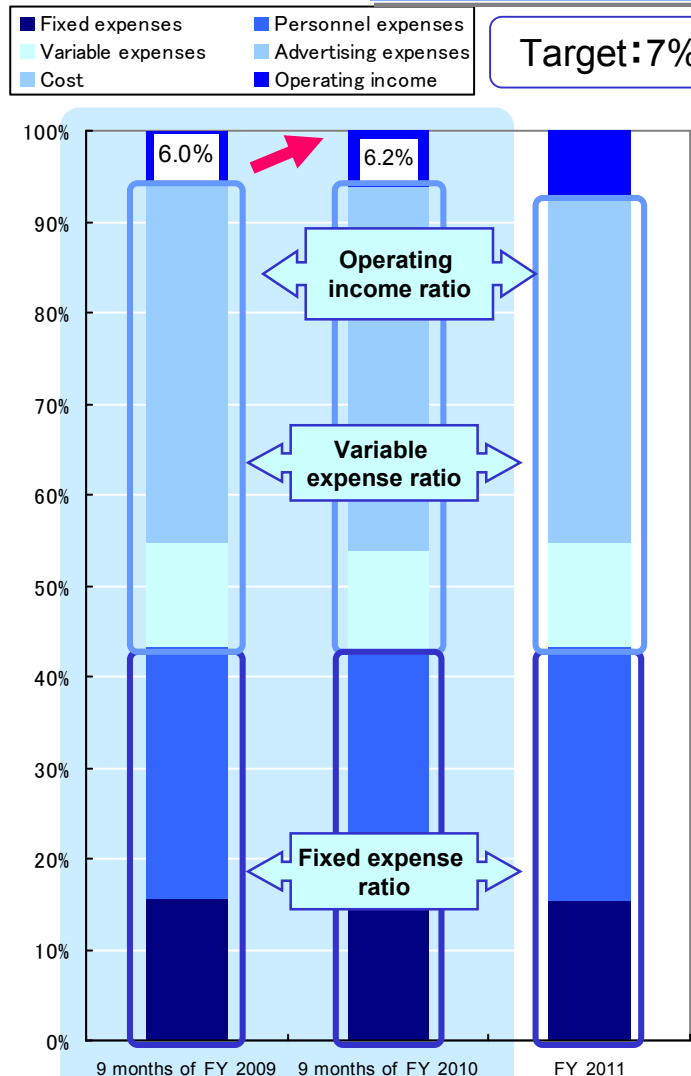
* CSC = Customer Support Center

VI-3. Business Policies (1)-3

Recovery of Competitiveness in Main Business

Practical measures

[2] Improved profitability..... Lowering of break-even point by implementing structural reforms centered on fixed expenses



■ Reduction of variable expenses

[Measures implemented]
Review of variable expense items such as business consignment expenses.

Target reduction of
¥100 million in year
ending March 2012

■ Reduction of fixed expenses

■ Rent expenses

[Measures implemented]
- **Consolidation of directly operated stores**
· Shinjuku Wedding Salon + Tachikawa Branch (December)
· Consolidation of stores in the Nagoya area (January)

- **Consolidation of overseas stores**
· Gold Coast Branch closed (January 2009)
· Cairns Branch relocated and consolidated (April 2010)

- Canada Branch closed (March 2010)

■ Personal expenses

[Measures implemented]
- Reduction of personnel other than in new businesses
- Review of the ratio of direct to indirect personnel

Target reduction of
¥500 million in year
ending March 2012

VI-4. Business Policies (2) Rebuilding Mielparque

Policy	Rebuilding Mielparque
Practical measures	[1] Steps to increase sales.....Restoring the number of customers [2] Improved profitability..... Lowering of break-even point by implementing structural reforms centered on fixed expenses
Plan Figures	

	Nine Months Ended Dec. 2009	Nine Months Ended Dec. 2010	Change	(Millions of yen)	
				Plan for Year Ending Mar. 2011	Target for Year Ending Mar. 2012
Number of customers (couples)	3,695	3,176	Down 14.0%	4,300	
Net sales	15,637	14,233	Down 9.0%	19,439	
Gross profit	10,221	9,726	Down 4.8%	13,136	
Gross profit ratio	65.4%	68.3%	Down 2.9 points	67.6%	
Selling, general and administrative expenses	9,819	9,561	Down 2.6%	12,936	
SG&A ratio	62.8%	67.2%	Up 4.4 points	66.5%	
Operating income	401	164	Down 59.1%	200	
Operating income ratio	2.6%	1.2%	Down 1.4 points	1.0%	Operating income ratio: 5%

VI-4. Business Policies (2)-1 Rebuilding Mielparque

Practical measures

[1] Steps to increase sales.....(1) Restoring the number of customers

Plan for Year Ending March 2011

4,300 couples



Plan for Year Ending March 2012

5,000 couples

Greater attraction for customers

1. Redesigned website



Introduction of mechanisms for building the website as the core device for attracting customers

- Redesigned the pages of Osaka and Sendai in July
- Redesigned the pages of all facilities in October

2. Simultaneous renovation of Mielparque facilities



Chapel
at Mielparque-Yokohama



Bride's room
at Mielparque-Nagoya



Banquet room "Raffine"
at Mielparque-Matsuyama



Banquet room "Lienduheur"
at Mielparque-Kumamoto

Simultaneous renovation of 7 Mielparque facilities

Implementation period:
July – September

Facilities renovated:
2 chapels
4 banquet rooms
7 lobby and bride's rooms in total

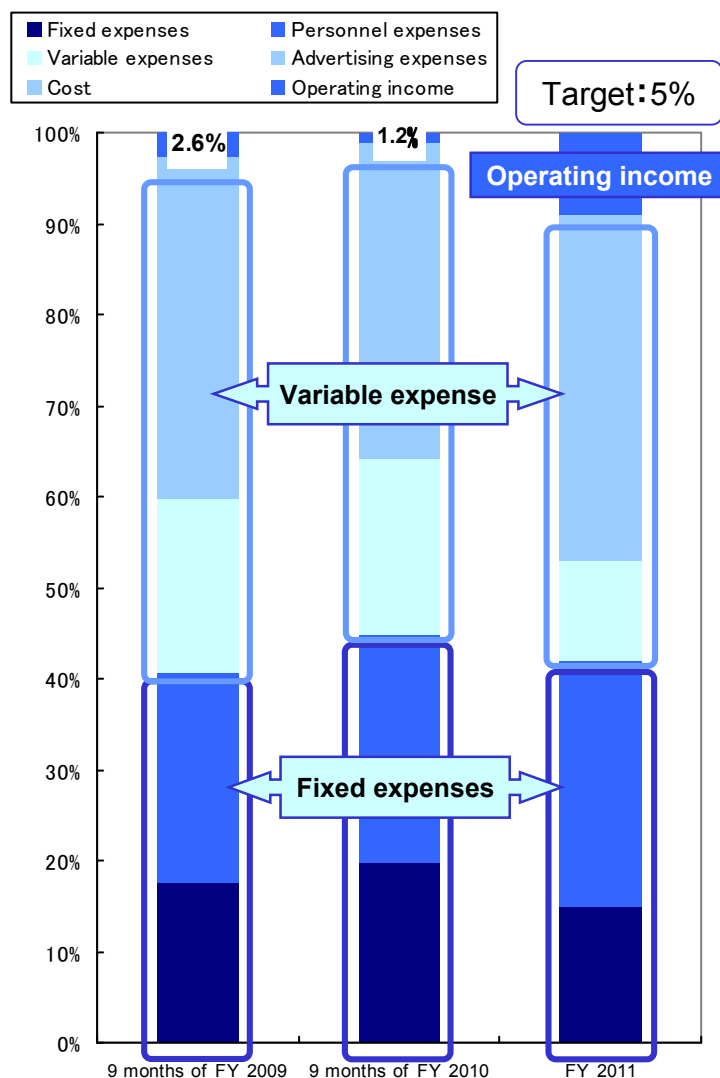
Improved closing rate

- Unification of customer questionnaires
- Survey of customer service by external researchers
- On-site staff provided by Watabe Wedding

VI-4. Business Policies (2)-2 Rebuilding Mielparque

Practical measures

[2] Improved profitability.....Lowering of break-even point by reducing fixed expenses



Reduction of variable expenses

Target reduction of ¥100 million in year ending March 2012

Reduction of cost

[Measures implemented]

- Provision of video services (previously outsourced)
- Implementation of joint purchasing

Other variable expenses

- Reduction by reviewing business consignment expenses

Reduction of fixed expenses

Target reduction of ¥300 million in year ending March 2012

Reduced personnel expenses

[Measures implemented]

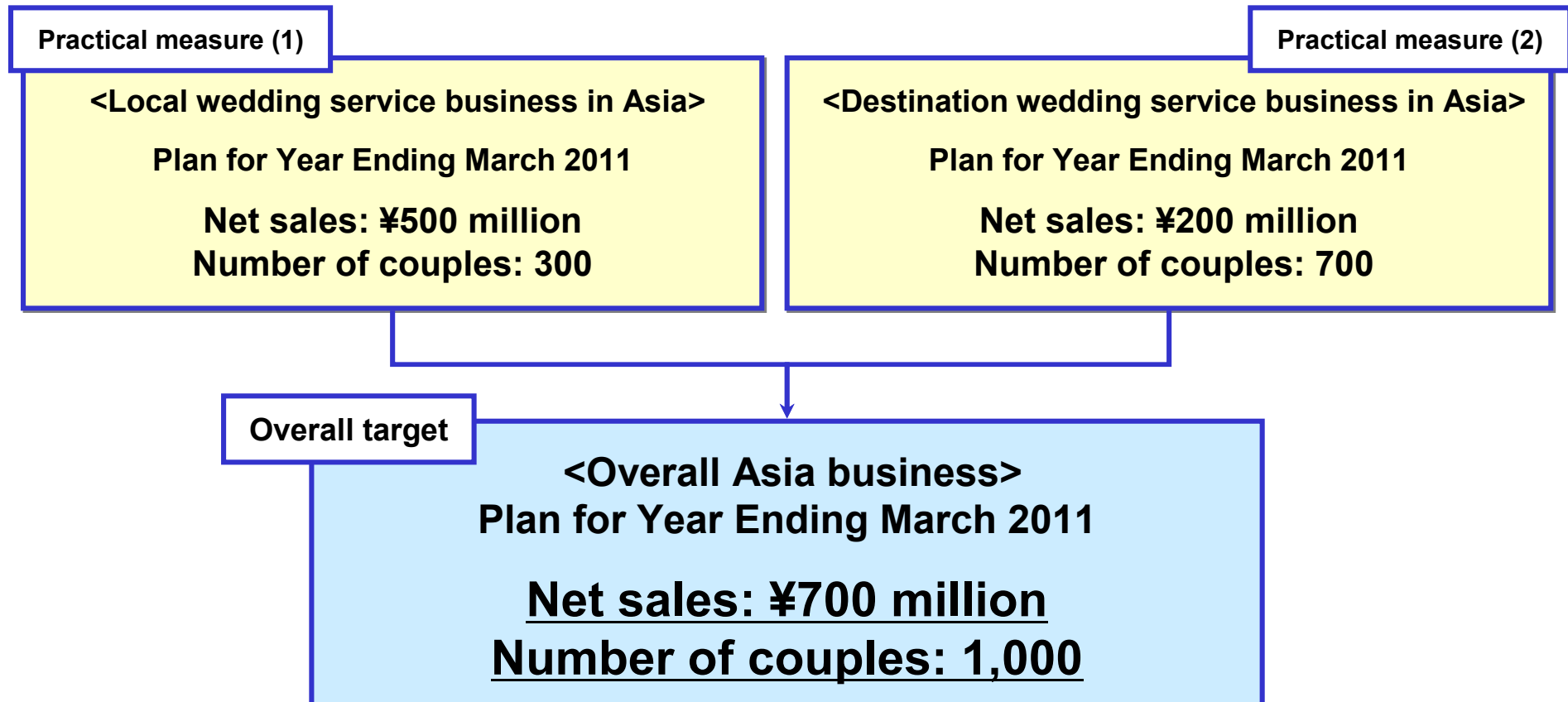
- Greater fluidity of regular serving staff
- Review of the personnel system

VI-5. Business Policies (3)

Growth Strategy: Expansion of Asia Strategy

Policy	Growth strategy: Expansion of Asia strategy
Practical measures	[1] Expansion of the local wedding service business in Asia [2] Expansion of the destination wedding service business in Asia

Plan Figures: Plan for the year ending March 2011



VI-5. Business Policies (3)-1 Growth Strategy: Expansion of Asia Strategy

Practical measures

[1] Expansion of the local wedding service business in Asia

1. Renovation of Grace Hill

Reopened in September



Grace Hill

- Location: Taipei, Taiwan
- Site size: 5,030m²
- Outline of Facility:
 - 1 chapel, 4 banquet rooms, restaurant
- Plan for Year Ending March 2011
 - Number of couples: 300
 - Net sales: ¥500 million

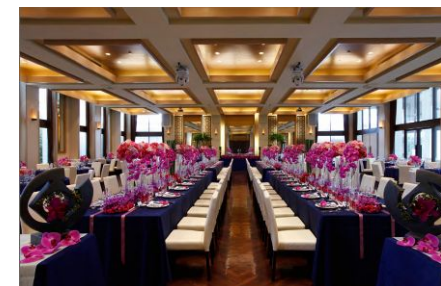
Demand outstrip
number of wedding
forecasts



**Renovation implemented to
match growing demand
and enthusiasm for video
services**

Facilities renovated:
1 chapel and 4 banquet rooms

Renovation expenses:
¥50 million



VI-5. Business Policies (3)-2 Growth Strategy: Expansion of Asia Strategy

Practical measures

[2] Expansion of the destination wedding service business in Asia

1. Opened “Watabe Wedding Shanghai Branch” comprehensive overseas wedding service store in Shanghai, China

Opened in September



Use as a base for providing information on overseas weddings in China and for responding to inquiries from partner companies expanding in China

“Watabe Wedding Shanghai Branch”

Location: Shanghai, China

First year's target: 60 couples
(September - December)

2. Strengthening of tie-ups with travel agencies in Taiwan, Hong Kong and China



South East Travel Service's Website

Strengthening of tie-ups with travel agencies in Taiwan, Hong Kong and China, such as major Taiwanese travel agency, South East Travel Service Co.,Ltd.*

* South East Travel Service Co., Ltd.

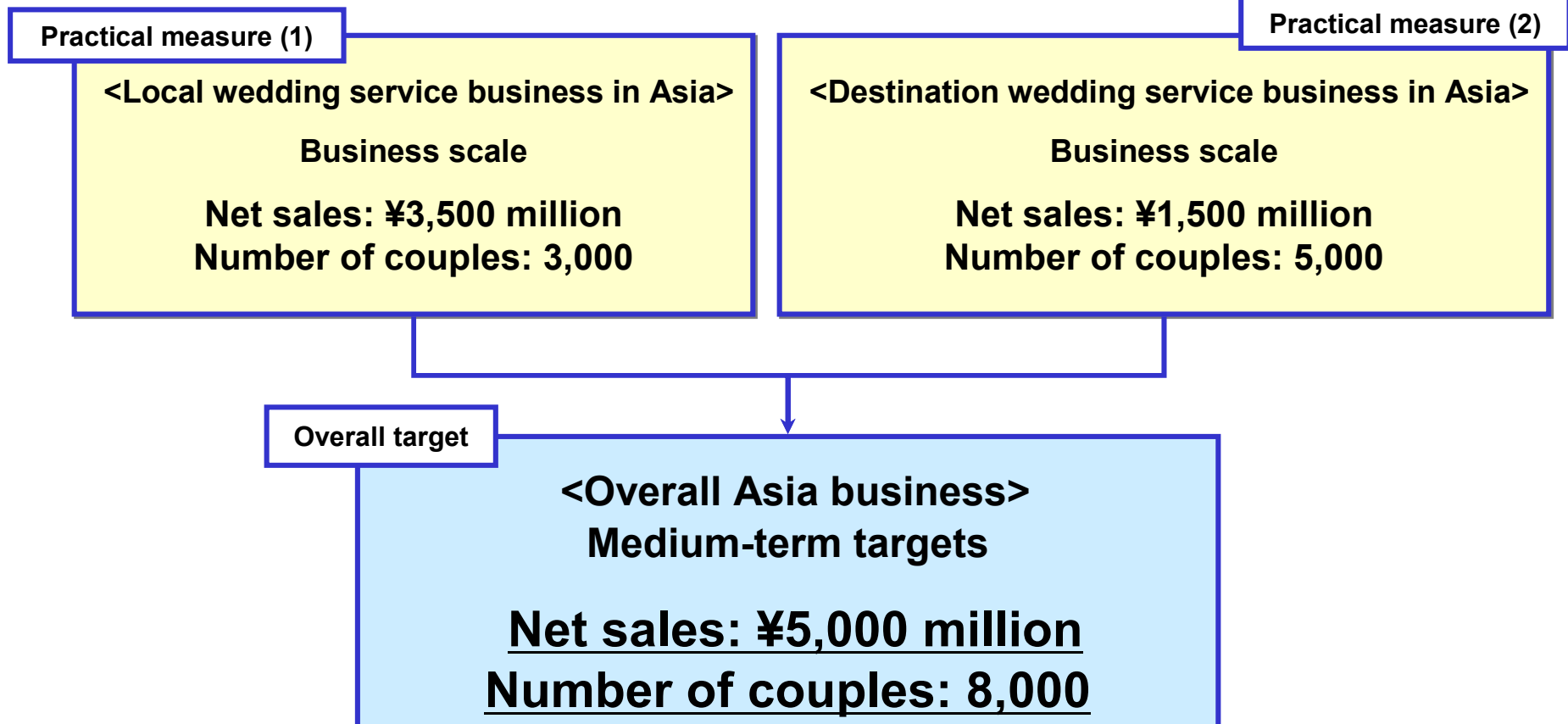
A major Taiwanese travel agent, founded in 1961. It has overseas branches in Japan, China and the United States, in addition to 19 branches in Taiwan

VI-5. Business Policies (3)

Growth Strategy: Expansion of Asia Strategy

Policy	Growth strategy: Expansion of Asia strategy
Practical measures	[1] Expansion of the local wedding service business in Asia [2] Expansion of the destination wedding service business in Asia

Medium-term targets



VI-6. Efforts in the Second Half of the Year

1. Sparking demand for resort weddings by increasing the appeal of wedding facilities and stores

November 1

Hawaii:
Honu Kai Lani at Ko Olina Place of Welina



December 12

Shinjuku, Tokyo:
Watabe Wedding Mirraza Shinjuku Salon



February
2011
(plan)

Ishigaki, Okinawa:
Crudesur Chapel (renovation)



2. Increasing share by opening new domestic facilities

September 17

Maebashi, Gunma:
Anniversary Court Racine



May 2011
(plan)

Meguro, Tokyo:
Chapel “Villa di grazia” at Meguro Gajoen



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The forward-looking statements contained in this document are based upon targets and estimates, and do not constitute any guarantees or warranties. When using this document, please be aware that actual results may differ from forecasts.