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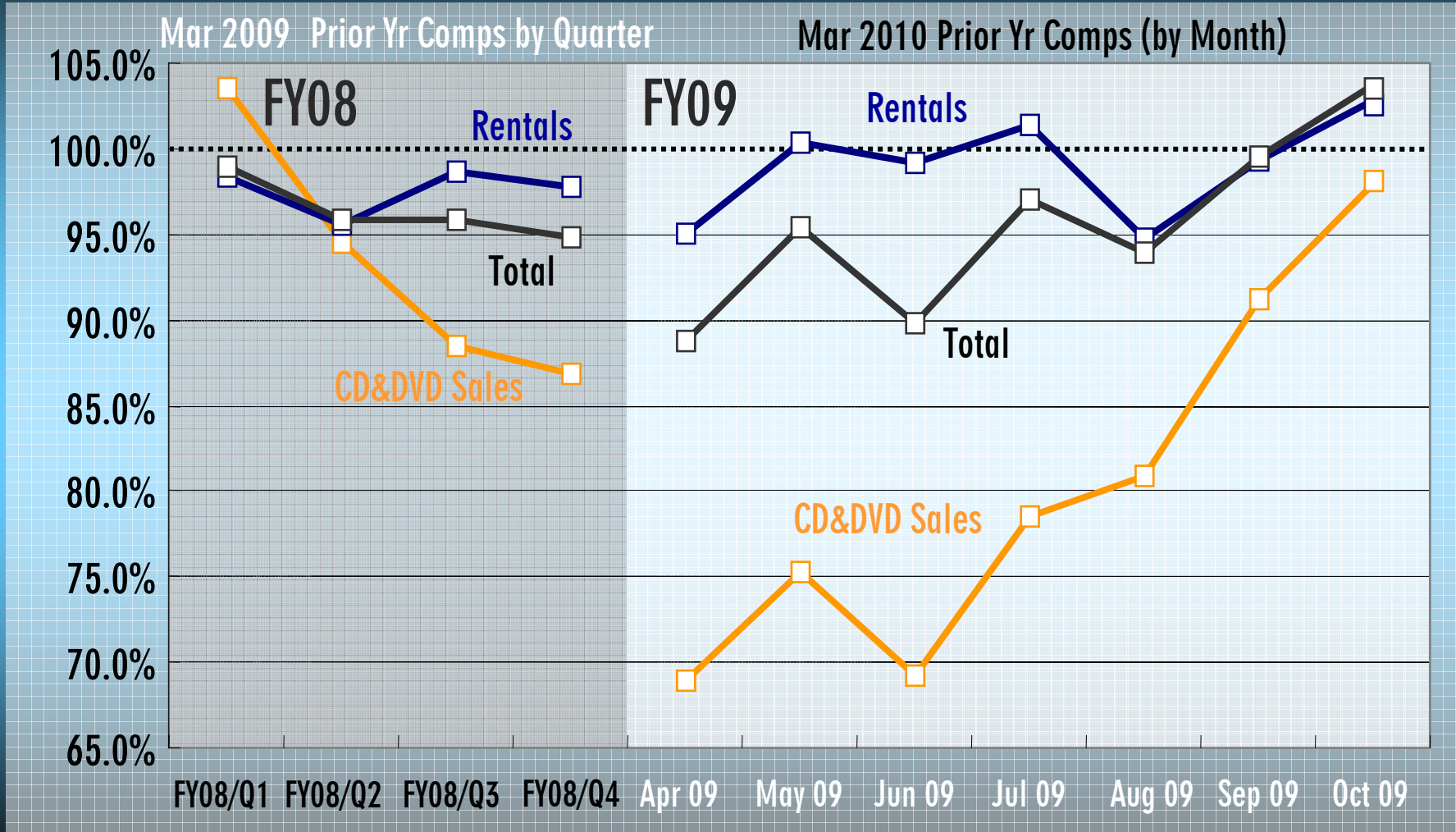
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Existing-Store Sales Prior Year Comps:
October 2009 PerformanceAnnual Forecast
announced on
May 13th, 2009October
2009

	FY08 Actual	FY09 Plan	October 2009
Total Existing-Store Sales	96.3%	99.4%	103.1%
By Item	Rentals	101.8%	102.2%
	CD & DVD Sales	94.3%	98.6%
	Publications Sales	100.0%	102.1%
	Games Sales	100.0%	135.6%
Total System-Wide Sales	101.5%	103.0%	106.4%



Existing-Store Sales Prior Year Comps: By Item





Existing-Store Sales Prior Year Comps (%)

Rental Sales for the second quarter was 98.0%

		FY2008						FY2009						(%)	
		Q1	Q2	First Half	Q3	Q4	Full Year	Q1	Jul	Aug	Sep	Q2	First Half	Oct	
Rentals		98.3	95.6	96.9	98.6	97.8	97.5	97.9	101.1	94.4	99.0	98.0	97.9	102.2	
	Video	98.3	96.0	97.1	98.8	98.3	97.8	98.9	101.7	94.6	96.4	97.4	98.1	101.6	
	Music	95.2	91.4	93.2	95.3	93.1	93.7	91.8	96.9	91.4	109.1	98.5	95.2	103.0	
CD & DVD Sales		103.6	94.6	98.8	88.5	86.8	92.9	71.1	78.7	81.1	91.5	83.6	77.3	98.6	
	Video	100.9	86.4	93.1	87.0	95.7	92.0	68.9	94.1	73.5	97.3	87.8	78.0	116.8	
	Music	105.2	99.6	102.2	89.5	81.7	93.5	72.3	71.1	85.4	88.5	81.3	76.9	87.9	
Publications Sales		99.2	100.8	100.0	99.9	98.3	99.6	98.6	95.4	96.8	98.9	97.0	97.8	102.1	
Game Sales		87.0	85.9	86.4	91.4	89.6	88.8	79.2	137.3	123.7	138.6	133.0	106.5	135.6	
Used Sales		-	-	-	-	-	-	101.7	101.4	94.2	99.4	98.1	99.8	98.9	
Total		98.9	95.8	97.3	95.9	94.8	96.3	91.2	97.0	93.9	99.6	96.7	94.1	103.1	



Total System-Wide Sales Prior Year Comps (%)

Rental Sales for the second quarter reached 100.1%

FY2008

FY2009

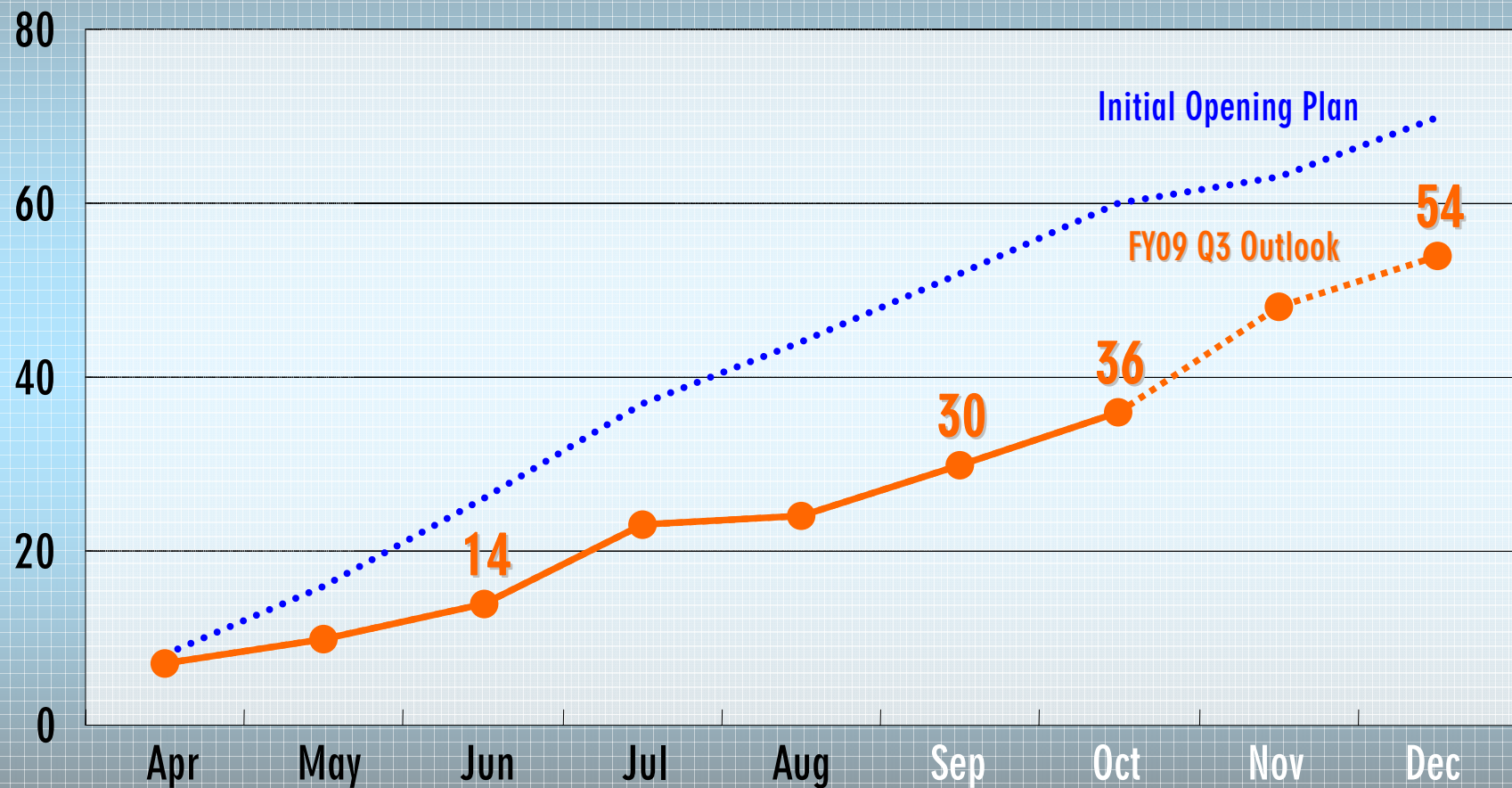
(%)

		Q1	Q2	First Half	Q3	Q4	Full Year	Q1	Jul	Aug	Sep	Q2	First Half	Ratio	Oct
Rentals		101.7	99.1	100.3	101.7	100.9	100.8	100.7	103.3	96.2	101.1	100.1	100.4	50.4	104.1
	Video	101.5	99.3	100.3	101.8	101.3	100.9	101.6	103.9	96.3	98.3	99.4	100.5		103.4
	Music	98.6	94.8	96.6	98.3	96.0	96.9	94.5	99.0	93.1	111.4	100.6	97.6		104.9
CD & DVD Sales		109.9	95.3	102.1	88.2	86.6	94.3	70.4	78.4	80.6	90.9	83.1	76.8	17.2	97.2
	Video	106.6	86.3	95.7	86.0	95.0	92.8	68.2	93.9	73.1	96.9	87.5	77.5		115.5
	Music	112.0	100.8	106.0	89.7	81.8	95.4	71.9	71.0	85.0	88.0	81.0	76.5		86.8
Publications Sales	117.1	115.2	116.1	112.2	108.2	113.0	103.4	99.6	100.8	103.2	101.2	102.2	23.4	110.9	
Game Sales	95.8	91.8	93.7	95.2	92.3	93.8	83.9	144.1	129.2	146.8	139.9	112.2	6.4	142.6	
Used Sales	129.0	116.5	122.3	105.1	96.7	110.0	115.4	114.1	105.8	113.6	110.8	113.1	2.7	112.5	
Total	106.7	101.3	103.9	100.2	98.5	101.5	94.0	99.6	96.1	102.1	99.2	96.6	100.0	106.4	



Year Ending Mar 2010: Actual Results and Outlook for Store Openings

Cumulative Openings for Mar 2010 (Results and Outlook)



Stores Opened in FY09 (Year Ending Mar 2010)

Second Quarter
(July – September)

16 locations

First Half
(April – September)

30 locations



New Franchise Contract

Imagine, Inc.

Location: Nishi Kasugai-gun, Aichi Prefecture

Annual book sales: 5.3 billion yen

Announced on
August 5th, 2009

Basic Agreement for TSUTAYA Franchise Participation by Imagine, Inc.

TSUTAYA franchise participation for book departments at
15 full-sized Imagine bookstore complexes directly operated by Imagine Group

TSUTAYA retail chain to expand in Aichi, Gifu, and Mie Prefectures

Introduction of Rentals to Existing and New Stores,
Product Reinforcement for Book Sales Eyed Going Forward



Nagoya, Aichi Prefecture

TSUTAYA Imagine Nanyo-dori

Opened on September 11, 2009

Sales Floor Space: 1,100 m²

Imagine Inc.



New Franchise Contract

Fukatsu, Inc.

Location: Showa-cho, Okazaki, Aichi Prefecture

Basic agreement for TSUTAYA franchise participation by Fukatsu, Inc.

Plans to remodel seven "Rental Shop Fukatsu" locations and open as TSUTAYA stores by summer 2010

TSUTAYA retail network expanding in Chubu Region, following on participation of Imagine, Inc.



Niigata City, Niigata Pref.

TSUTAYA Shoten Niigata-chuo JCT

Opened on July 27, 2009

Top Culture Co., Ltd.

Sales Floor Space: 2,450 m²



First Half Store Openings and Total Retail Floor Space
Total Retail Floor Space increased 4.2% over 12 months

	FY 08		FY 09	
	FY08 First Half		FY09 First Half	
	Closed	Opened	Closed	Opened
Store Count	24	49	22	30
Average Selling Space	520 _{m²}	1,120 _{m²}	670 _{m²}	1,040 _{m²}
Gross Selling Space	13,400 _{m²}	54,620 _{m²}	14,620 _{m²}	31,000 _{m²}

Reference
Aggregate Selling Space **1,162,300_{m²}**
As of Sep 30, 2009

vs. Sep 30, 2008
+47,200_{m²}
up 4.2%

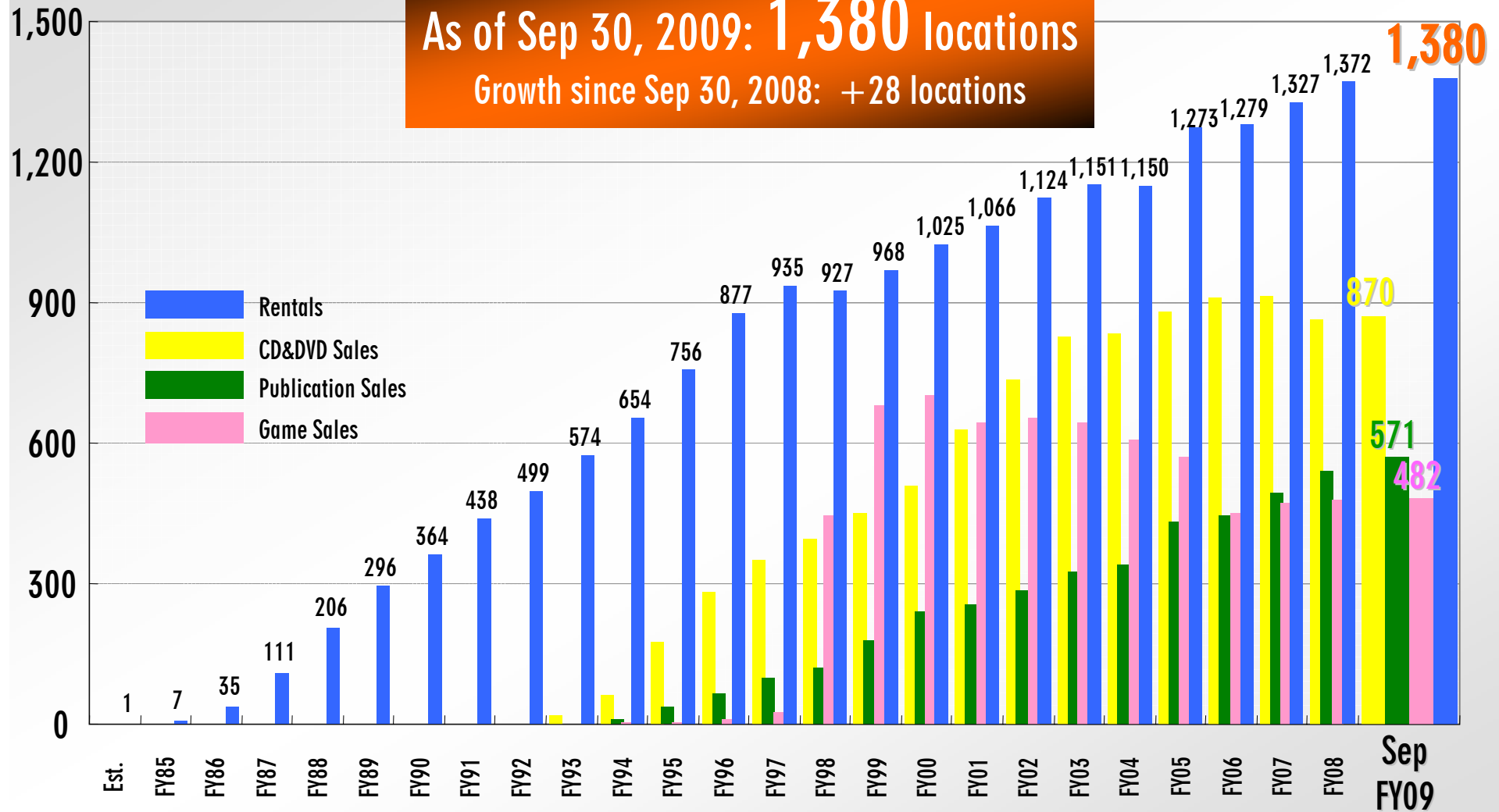
*Includes increase and decrease associated with remodeling

*Some sales space comprises non-franchise category merchandise



TSUTAYA Store Counts (No. of Stores)

As of Sep 30, 2009: **1,380** locations
Growth since Sep 30, 2008: +28 locations



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TSUTAYA online Membership Growth

Surpassed
15.00 million

Unit: million

16.00

14.00

12.00

10.00

8.00

6.00

4.00

2.00

0

01

/3

/6

/9

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02

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As of Sep 30, 2009: **15.06** million
Growth since Sep 30, 2008:
+1.11 million (up 8.0%)

15.06 million

The conventional standard for TSUTAYA online membership counts is members who have consented to the Web or Mobile Site usage agreement for TSUTAYA online (including TSUTAYA Premier members) to which users of the respective official mobile carrier sites established by the company are added.



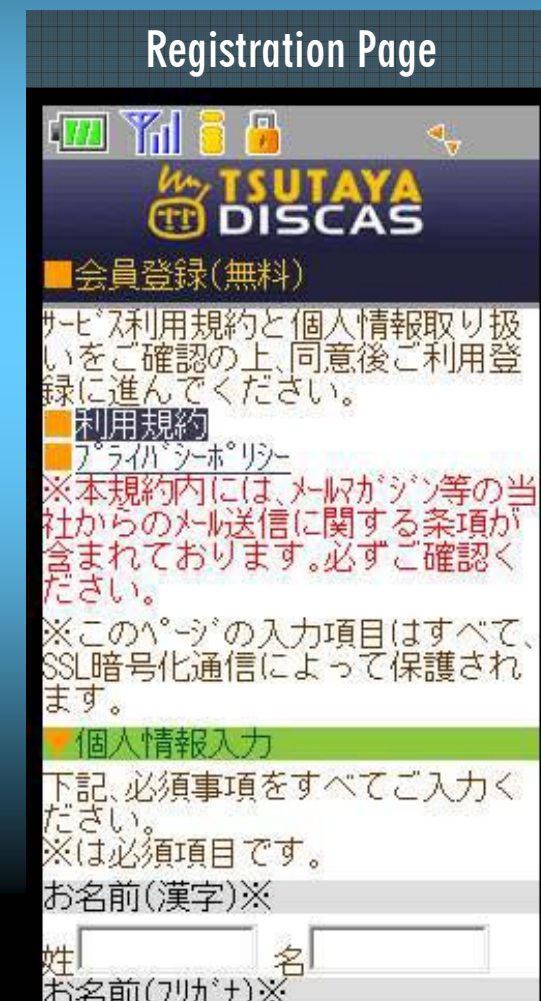
TSUTAYA DISCAS Mobile Site Enhancements

Mobile Registration Page Opened, Official Site to be Launched

TSUTAYA DISCAS mobile registration page
opened on Sep 30, 2009

Three telecommunication carriers to launch
official sites sequentially from Oct 26, 2009

Promoting registration to non-store customers





TSUTAYA DISCAS Membership Growth

Solid growth towards target of 870,000 (Mar 30, 2010)

Surpass
800,000
in Oct

(unit:1,000)

