



For Immediate Release

CCC Group consolidated, cumulative third-quarter results
for year ending Mar 31, 2010:

Ordinary income 10.6 billion yen

(Down 14.8% over same period of prior year)

Net income 8.5 billion yen

(Up 21.9% over same period of prior year)

Year-End Dividend Forecast Revised (Dividend Increase)

February 9, 2010 (Tokyo, Japan) - Culture Convenience Club Co., Ltd. ("CCC"), has reported its consolidated, third-quarter cumulative operating results for the year ending March 31, 2010 as follows. The company recorded net sales of 146.0 billion yen (down 13.1% compared to the prior year's three-quarter period), operating income of 10.1 billion yen (down 12.9%), and ordinary income of 10.6 billion yen (down 14.8%).

With the tax benefit accompanying the consolidation of group companies instituted in the current year, net income rose to 8.5 billion (up 21.9%)

■ Membership Base Continues to Grow

With the addition in November 2009 of Doutor Coffee Co., Ltd., as a card-issuing alliance partner, locations for card issuance increased to 13,600 retail locations across 11 partner companies. Successful acquisition of members at alliance locations resulted in an increase of T Members by 2.58 million since the prior year (12 months ended Dec. 31) to 33.95 million.

■ TSUTAYA Business System-wide Sales 102.6% for Growth in Third Quarter

Although video rentals experienced lackluster performance, the TSUTAYA Business in aggregate trended upward across all categories, with healthy growth of new membership registrations for December at a prior-year comp 111%. In particular, sales promotions leveraging T points were successful for books and magazines, whose category outperformed prior year performance for existing stores throughout the entire third quarter.

Store openings outperformed planned figures also. The third quarter saw 24 new store openings, and a prior-year comp 102.6% for system-wide sales.

■ T Card Utilization Rises, TSUTAYA DISCAS Successfully Growing

The Alliance Consulting Business grew T Point alliance partners to 66 companies comprising 30,391 retail locations. T Card utilization in December broke the previous record with 110.81 million associated transactions for the month.

Moreover, within the Internet-Related Business TSUTAYA DISCAS members successfully increased and reached 849,000 as of December 31, 2009.

■ Revision to Year-End Dividend Forecast (Increase)

With an increase in income anticipated through the corporate consolidation benefit, the Company revises (increases) its year-end dividend forecast from 4.5 yen per share to 5.0 yen per share for the year ending March 31, 2010.

Third Quarter Operating Performance for Year Ending Mar 2010

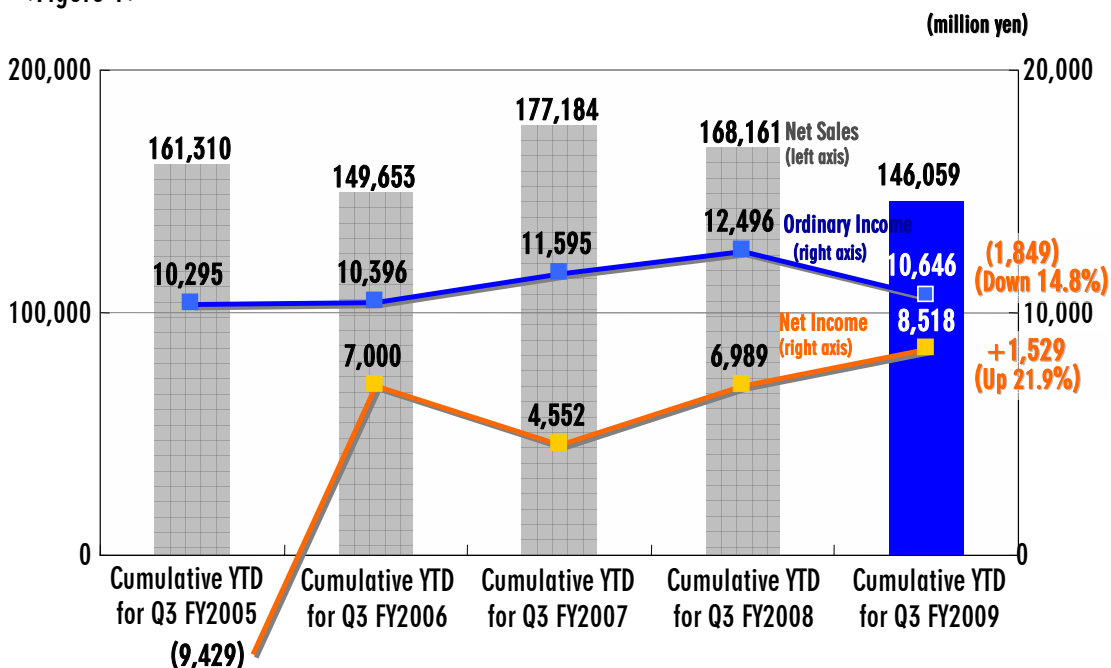
Cumulative

Cumulative Third-Quarter Operating Results for the Year Ending March 31, 2010

(million yen)

	Year Ended Mar 31, 2009 Apr - Dec	Year Ending Mar 31, 2010 Apr - Dec	Prior Year Comp
Net Sales	168,161	146,059	86.9%
Operating Income	11,667	10,158	87.1%
Ordinary Income	12,496	10,646	85.2%
Net Income	6,989	8,518	121.9%

<Figure 1>



Main Factors Affecting Cumulative Operating Income Compared to Period in Prior Year

Positive Factors

TSUTAYA DISCAS business growth

Loyalty/Recommendation business growth

Subsidiary no longer consolidated

Negative Factors

Corporate Stores: Existing-store income

Membership Services: Associated system overhead increase from website renewal activity

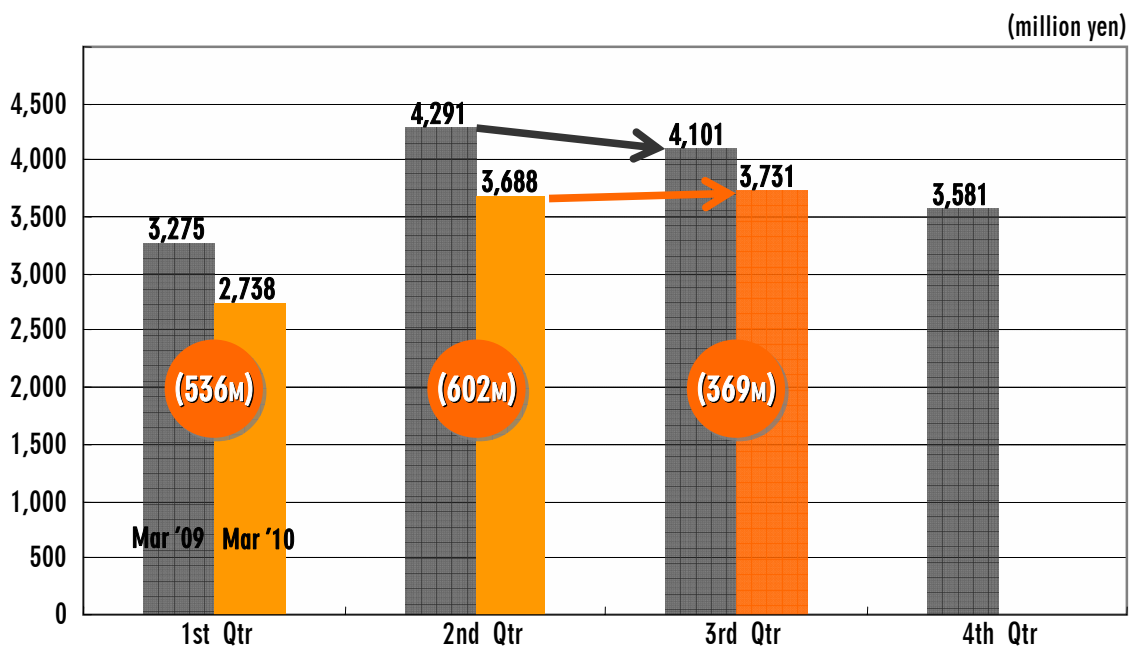
Third Quarter Operating Performance for Year Ending Mar 2010

3rd Quarter
(Oct – Dec)

Third-Quarter Operating Results for the Year Ending March 31, 2010 (million yen)

	Mar 2009 (Oct - Dec)	Mar 2010 (Oct - Dec)	Prior Year Comp
Net Sales	54,074	48,521	89.7%
Operating Income	4,101	3,731	91.0%
Ordinary Income	4,371	3,804	87.0%
Net Income	2,609	4,599	176.2%

< Figure 2 > Quarterly Income Trends



Main Factors Affecting Third Quarter Operating Income Compared to Quarter in Prior Year

Positive Factors

T Membership, point utilization growth (Alliance Consulting)

Strong TSUTAYA DISCAS membership registrations (Internet-Related)

Negative Factors

Existing-store sales decline for Video Rentals (TSUTAYA)

Existing-store sales decline for CD & DVD Sell-Through (TSUTAYA)

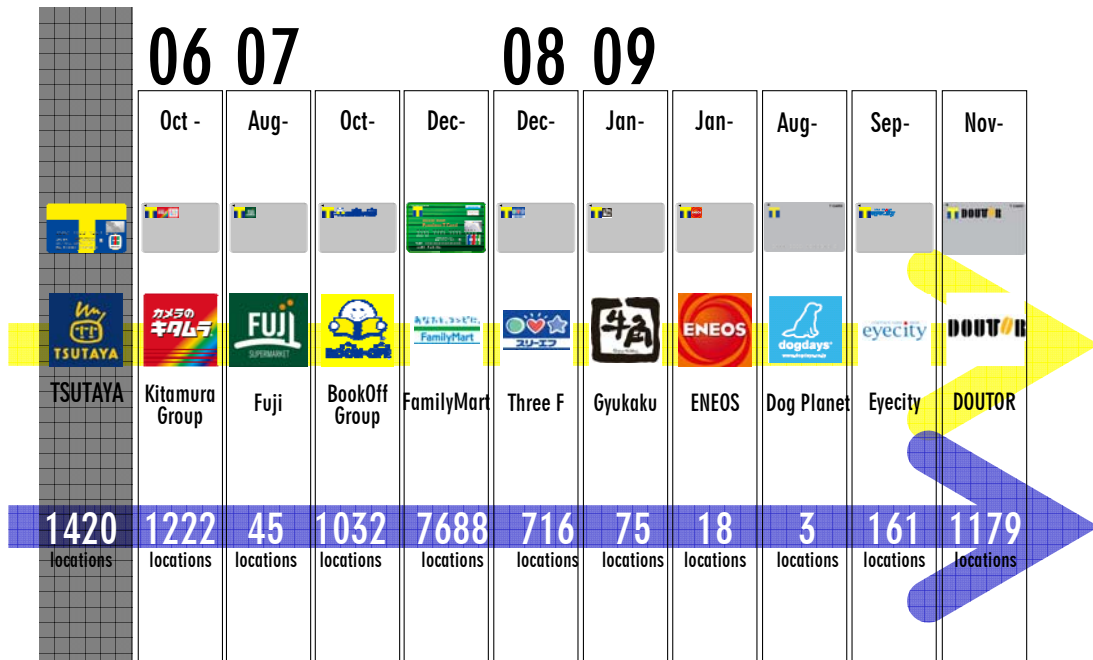
Top Partners re-classed from consolidated subsidiary to equity method affiliate

Membership Base

Expansion of T Card Issuing Locations

<Figure 3>

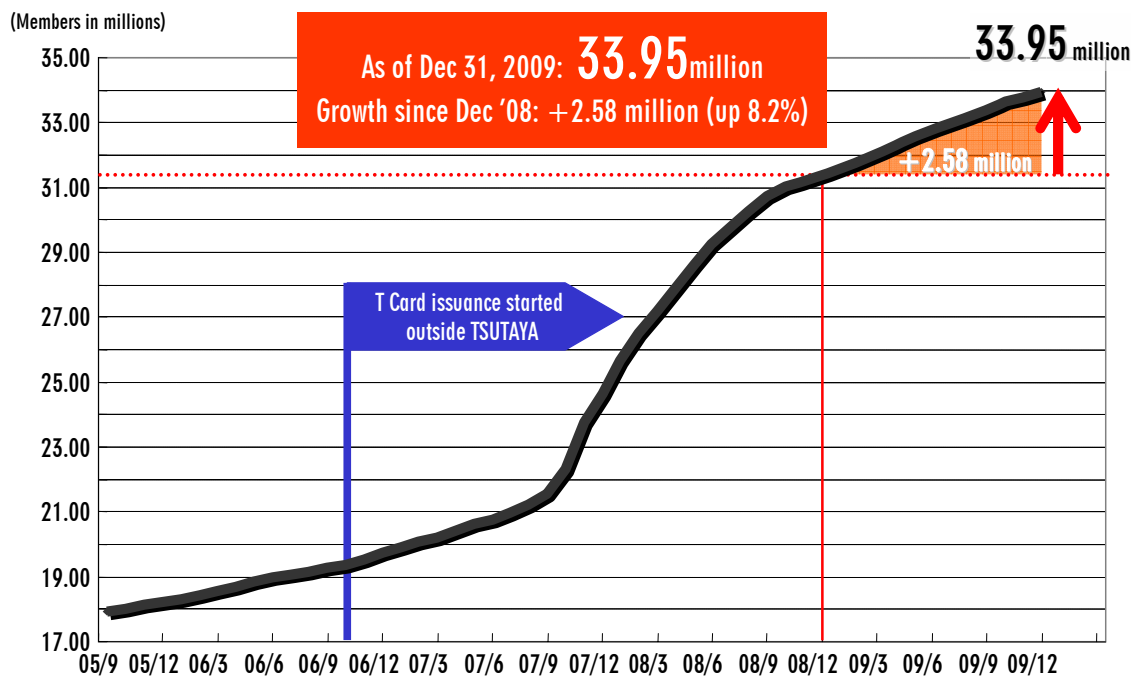
Doutor Coffee Joined as a T Point Alliance Partner
Approx 13,600 T Card Issuing Locations



T Member Growth

<Figure 4>

- Steady growth towards the target 35 million members within this term -

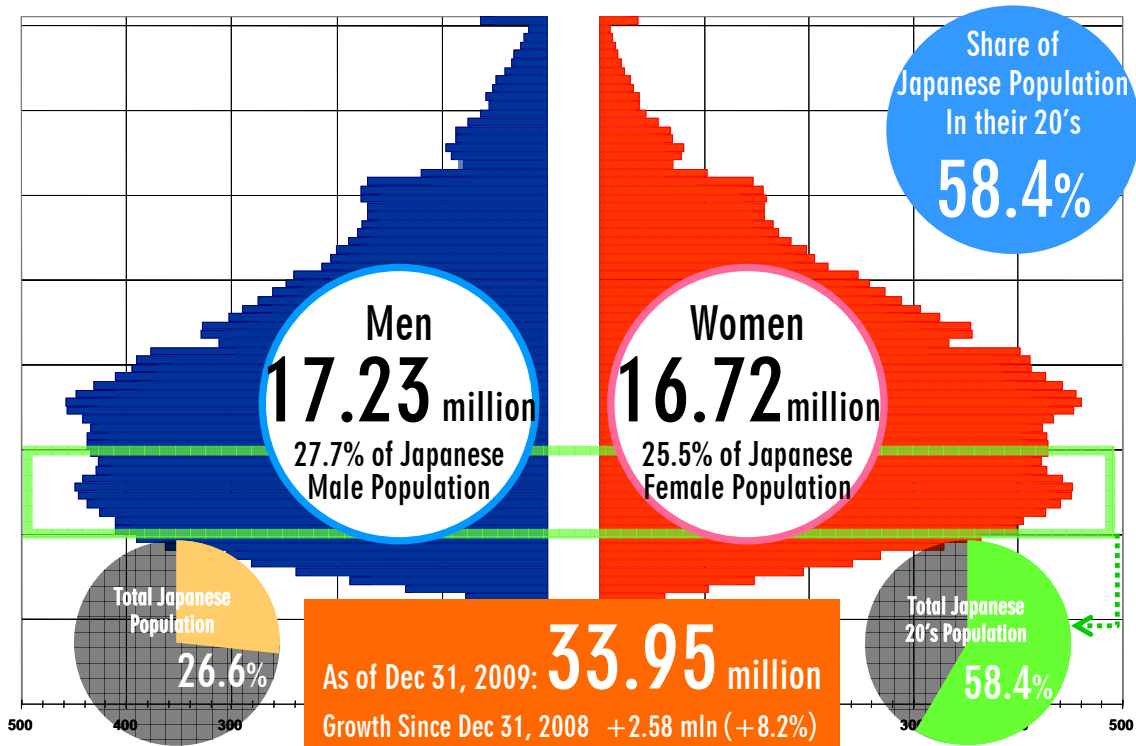


Membership Base

T Member Demographics

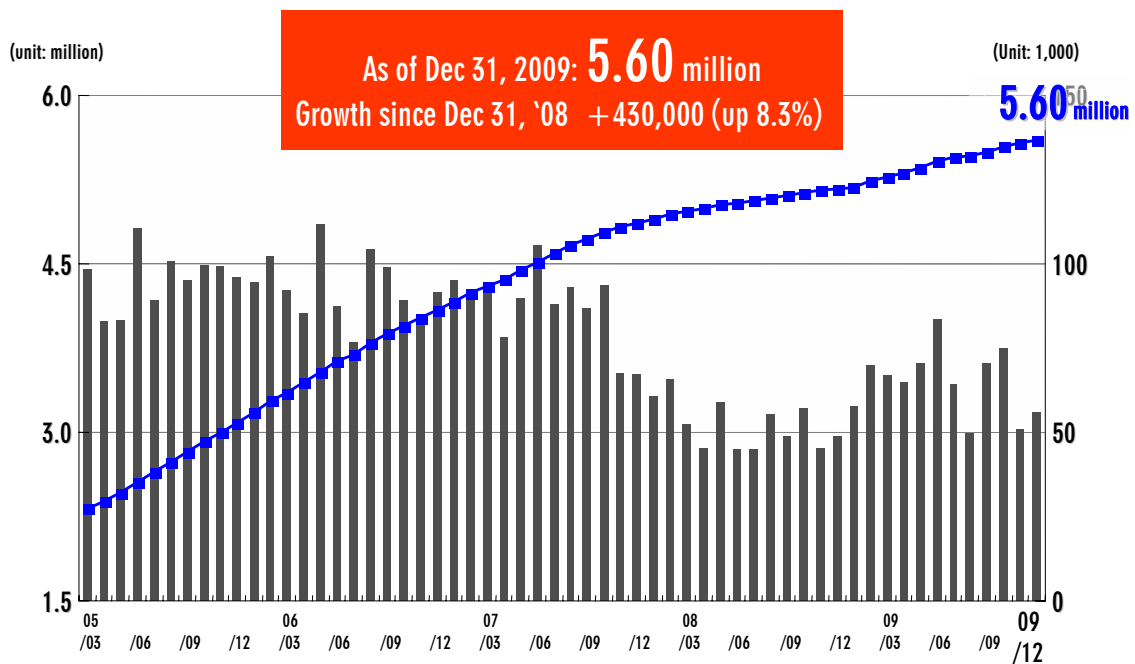
- 1/4 of total Japanese population, 58.4% in their 20's own a T Card-

<Figure 5>



Dual Function (Credit) T Card Issuance

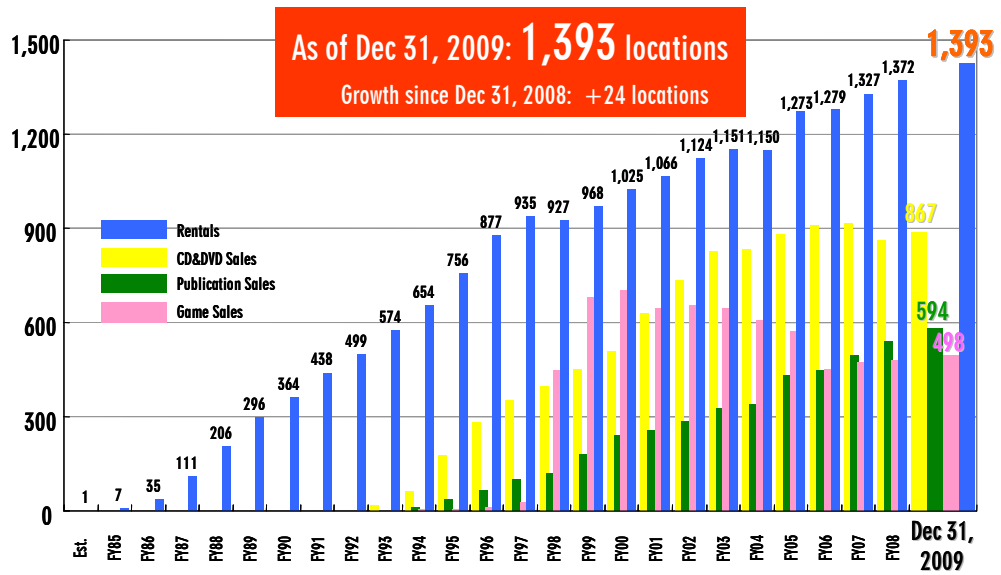
<Figure 6>



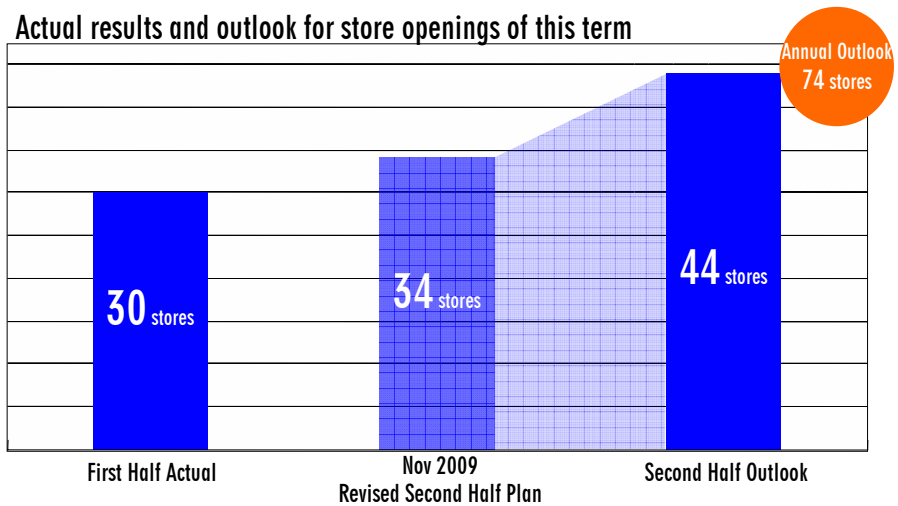
TSUTAYA Business

■ TSUTAYA Store Counts (Number of Stores)

< Figure 7 >



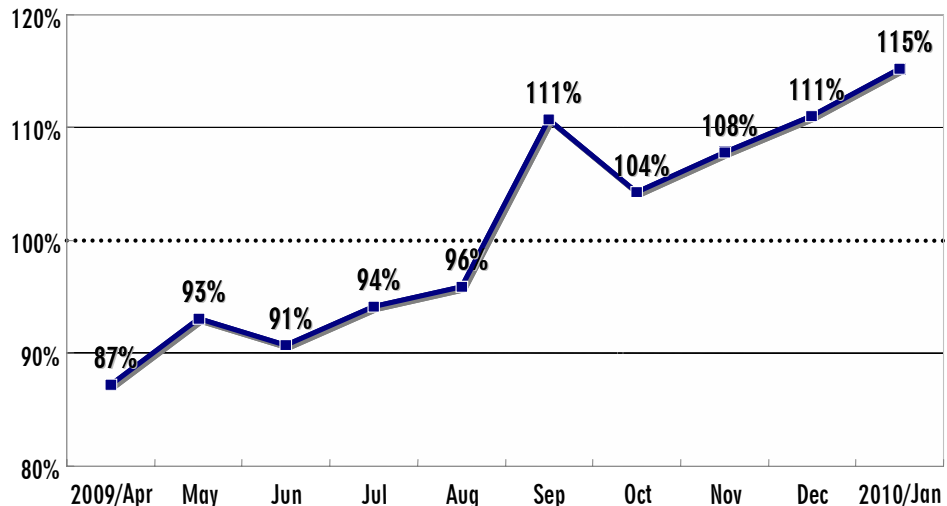
< Figure 8 >



■ TSUTAYA New Membership Registrations - Prior Year Comp

- Reached 111% in December 2009 -

< Figure 9 >



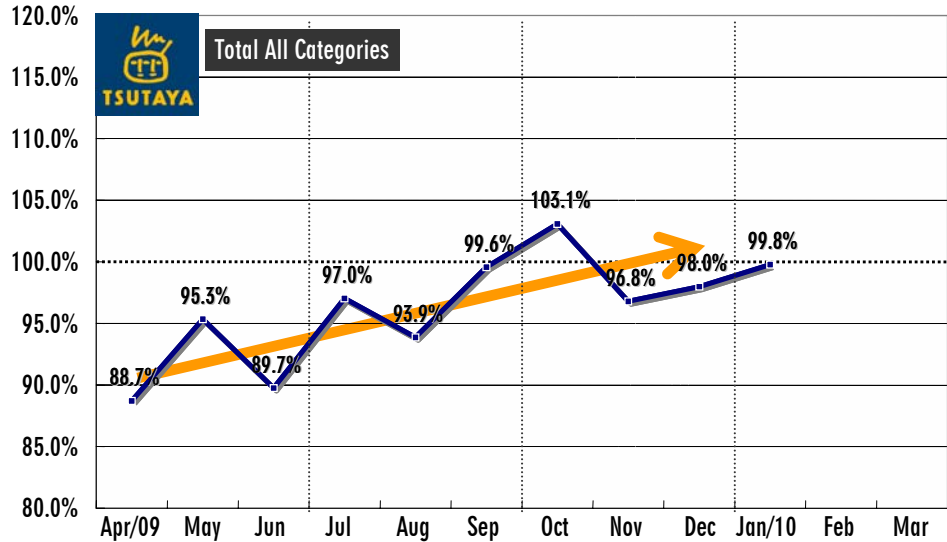
TSUTAYA Business

■ TSUTAYA Existing-Store Sales Prior Year Comps (%)

< Fig. 10 >

FY2008							FY2009							FY2009 (%)	
	Q1	Q2	Q3	Q3 Cum.	Q4	Full Year	Q1	Q2	Oct	Nov	Dec	Q3	Q3 Cum.	Jan	
Rentals	98.3	95.6	98.6	97.5	97.8	97.5	97.9	98.0	102.2	96.9	91.5	96.7	97.5	93.4	
Video	98.3	96.0	98.8	97.7	98.3	97.8	98.9	97.4	101.6	96.7	90.6	96.2	97.5	89.5	
Music	95.2	91.4	95.3	93.9	93.1	93.7	91.8	98.5	103.0	95.7	92.3	96.7	95.7	106.9	
CD & DVD Sales	103.6	94.6	88.5	95.0	86.8	92.9	71.1	83.6	98.6	97.5	85.7	92.4	82.4	95.8	
Video	100.9	86.4	87.0	90.8	95.7	92.0	68.9	87.8	116.8	112.8	79.4	97.2	84.8	99.9	
Music	105.2	99.6	89.5	97.5	81.7	93.5	72.3	81.3	87.9	89.8	90.1	89.4	81.0	92.4	
Publications Sales	99.2	100.8	99.9	100.0	98.3	99.6	98.6	97.0	102.1	100.2	101.6	101.3	99.0	105.6	
Game Sales	87.0	85.9	91.4	88.5	89.6	88.8	79.2	133.0	135.6	85.2	150.9	127.3	115.1	131.5	
Used Sales	-	-	-	-	-	-	101.7	98.1	98.9	93.8	97.0	96.6	98.7	101.2	
Total	98.9	95.8	95.9	96.8	94.8	96.3	91.2	96.7	103.1	96.8	98.0	99.1	95.8	99.8	

< Figure 11 >



■ Total System-Wide Sales Prior Year Comps (%)

< Fig. 12 >

FY2008							FY2009							FY2009 (%)	
	Q1	Q2	Q3	Q3 Cum.	Q4	Full Year	Q1	Q2	Oct	Nov	Dec	Q3	Q3 Cum.	Ratio	Jan
Rental(5%)	101.7	99.1	101.7	100.8	100.9	100.8	100.7	100.1	104.1	98.9	93.4	98.6	99.8	48.4	95.3
Video	101.5	99.3	101.8	100.8	101.3	100.9	101.6	99.4	103.4	98.7	92.4	98.0	99.7		91.3
Music	98.6	94.8	98.3	97.2	96.0	96.9	94.5	100.6	104.9	97.7	94.3	98.6	97.9		109.1
CD & DVD Sales(2%)	109.9	95.3	88.2	97.0	86.6	94.3	70.4	83.1	97.2	96.1	84.4	91.0	81.6	17.8	94.4
Video	106.6	86.3	86.0	92.0	95.0	92.8	68.2	87.5	115.5	111.4	78.3	96.0	84.0		98.6
Music	112.0	100.8	89.7	100.0	81.8	95.4	71.9	81.0	86.8	88.7	88.7	88.2	80.4		91.1
Publications Sales(1%)	117.1	115.2	112.2	114.7	108.2	113.0	103.4	101.2	110.9	108.5	111.0	110.2	105.0	23.6	114.9
Game Sales(2%)	95.8	91.8	95.2	94.3	92.3	93.8	83.9	139.9	142.6	90.0	161.0	135.1	121.6	7.6	141.5
Used Sales(3%)	129.0	116.5	105.1	115.7	96.7	110.0	115.4	110.8	112.5	107.4	111.6	110.6	112.2	2.6	117.3
Total	106.7	101.3	100.2	102.6	98.5	101.5	94.0	99.2	106.4	100.1	101.5	102.6	98.7	100.0	103.7

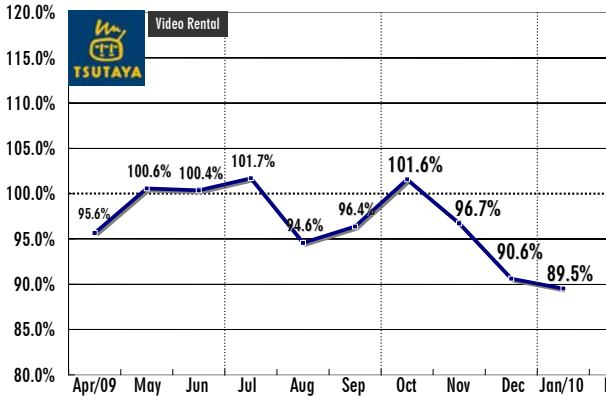
Financial Results
Membership Base
TSUTAYA Business
Alliance Consulting
Membership Service
Dividend Increase

TSUTAYA Business

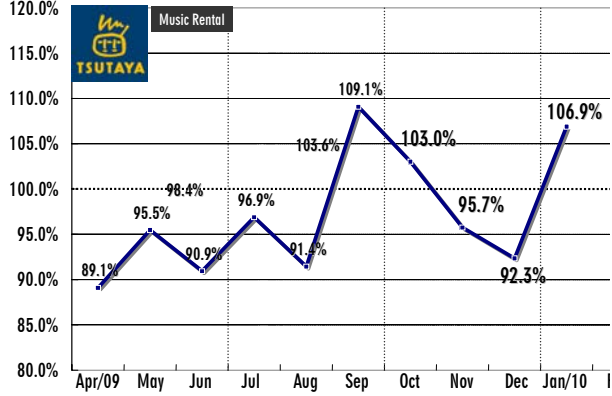
Existing-Store Sales Prior Year Comps Trends by Item

< Figure 13 >

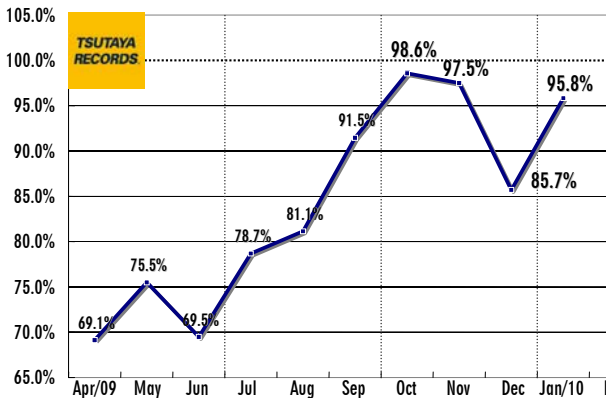
Video (DVD) Rental



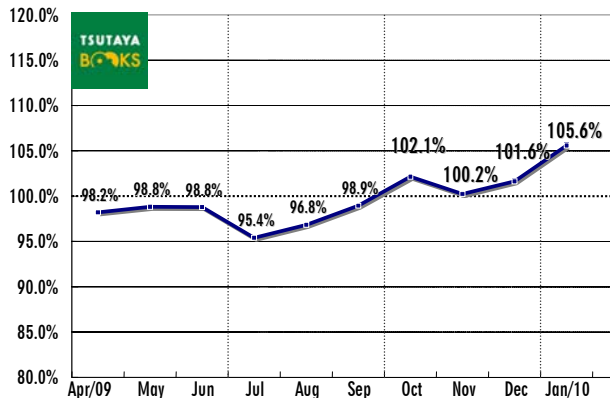
Music (CD) Rental



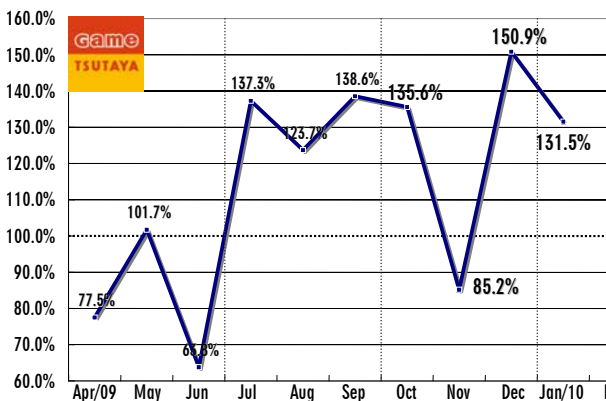
CD & DVD Sell-through



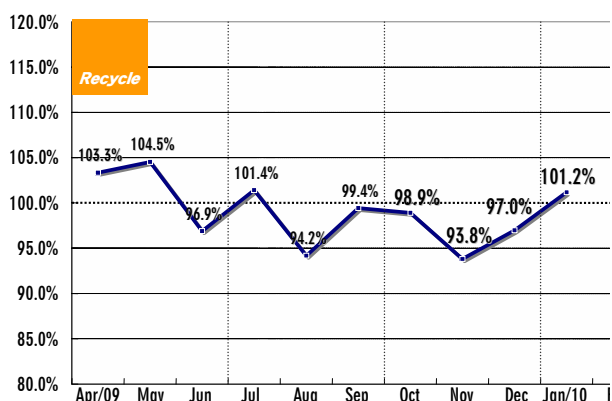
Book & Magazine Sales



Game Sales



Used Sales



Financial Results

Membership Base

TSUTAYA Business

Alliance Consulting

Membership Service

Dividend Increase

Alliance Consulting Business

Brands and Locations that Transact T Points

- Kinki Nippon Tourist & DoutorCoffee joined as alliance partners, locations increased dramatically

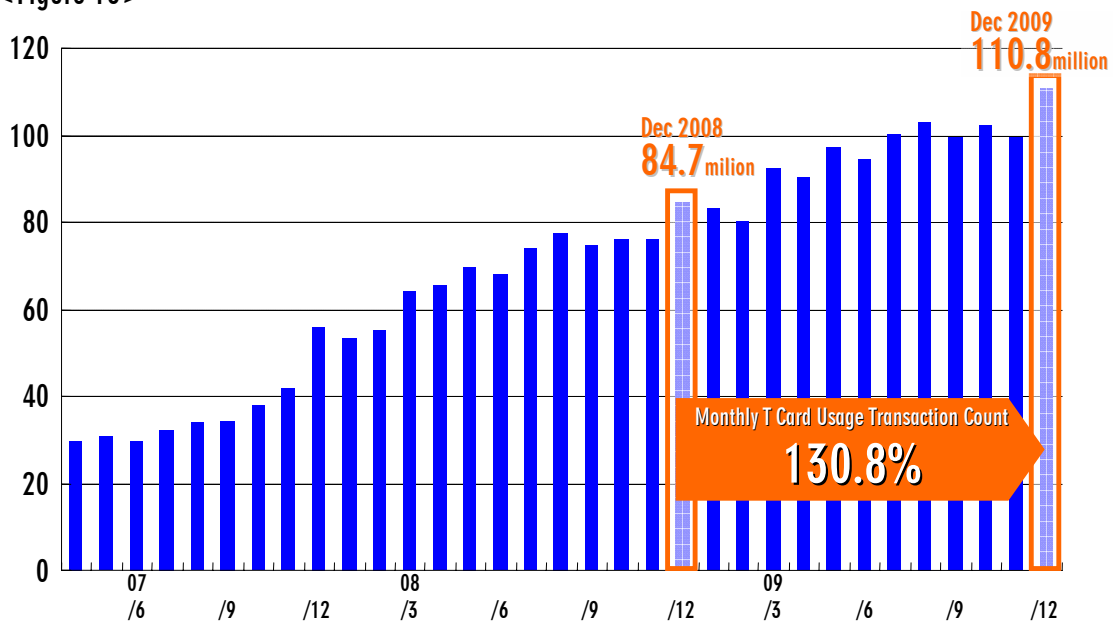
<Figure 14>



T Card Monthly Transactions

- Reached an all-time high 110.8 million transactions in December 2009 -

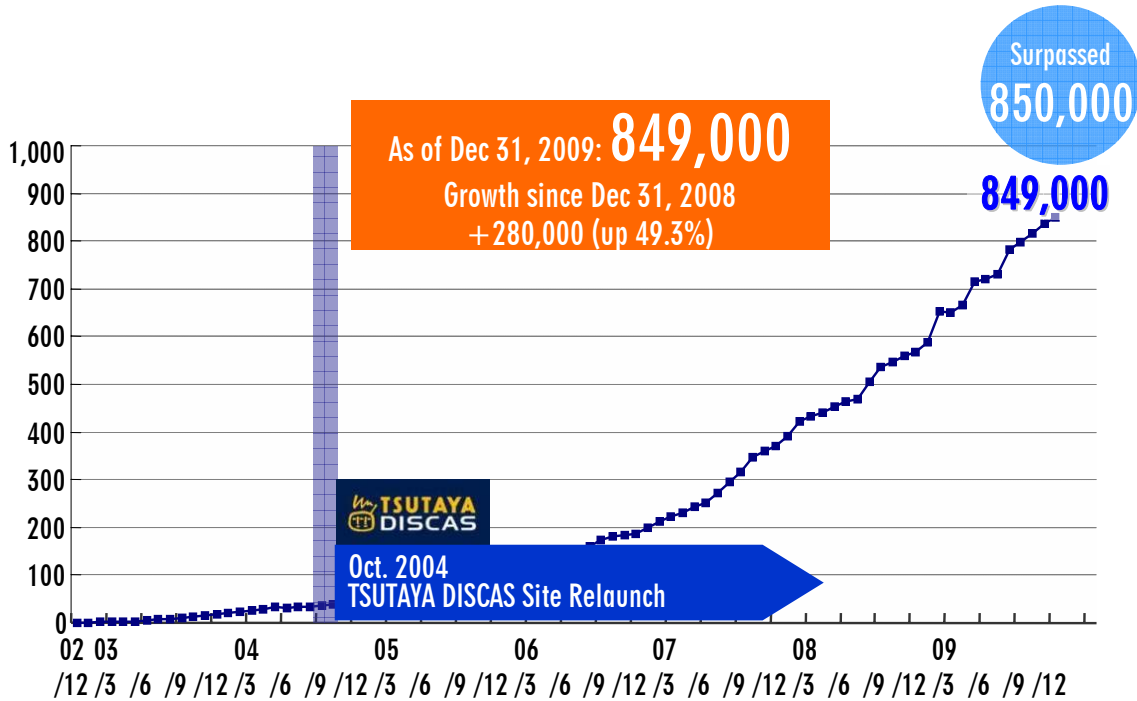
<Figure 15>



Internet Business

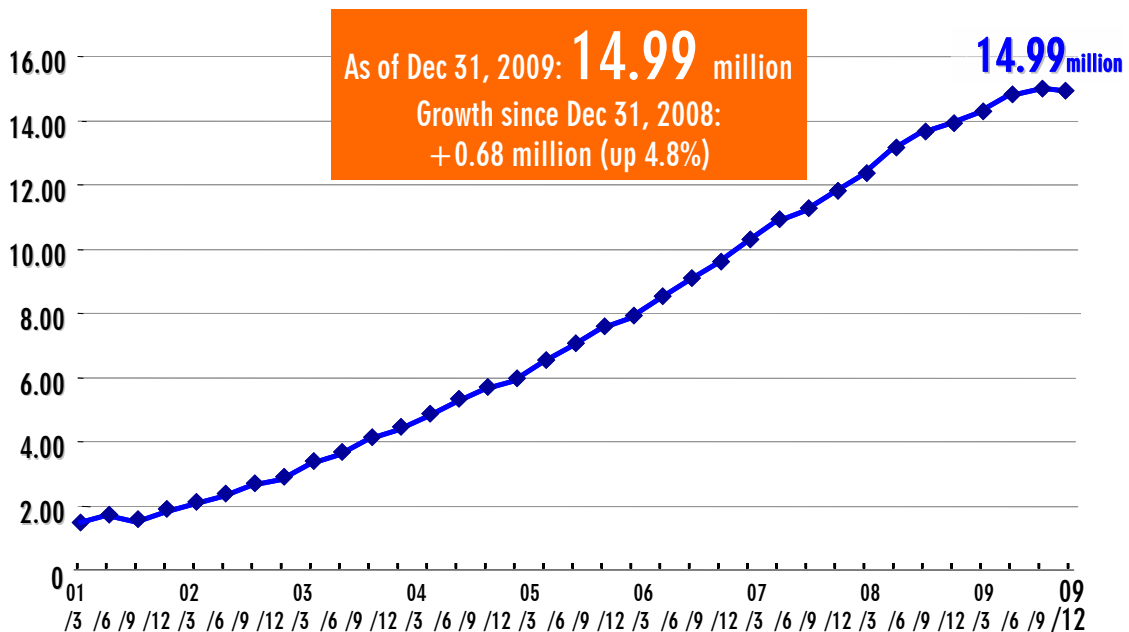
■ TSUTAYA DISCAS Membership Growth

<Figure 16>



■ TSUTAYA online Membership Growth

<Figure 17>



Financial Results

Membership Base

TSUTAYA Business

Alliance Consulting

Membership Service

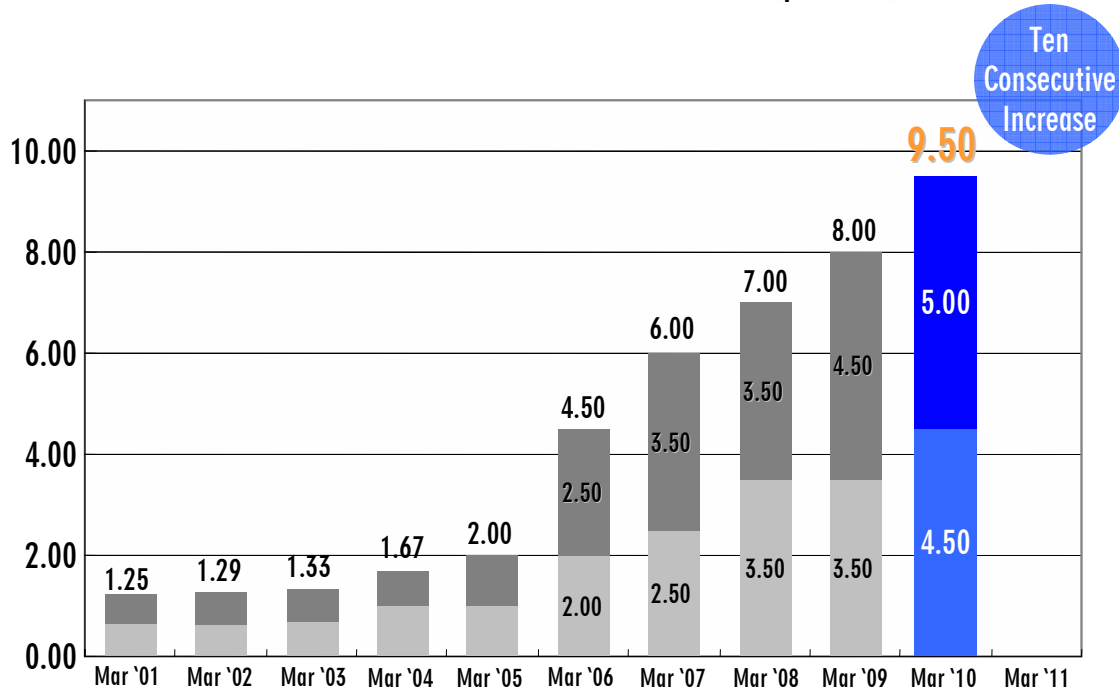
Dividend Increase

Revision of Year-End Dividend Forecast (Dividend Increase)

■ Dividends Declared

<Figure 18>

Year-end dividend forecast has been revised from 4.5 yen to 5.0 yen per share
Ten consecutive annual dividend increases (planned)



Note: Per-share dividend retroactively revised to account for stock splits

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