

IR Monthly Update / April 2010

1. April 2010 Major Topics of CCC Group



➤ Announced on Apr. 27th 2010, the organization and new director candidates for new fiscal year 2010.
Please see the news release for more information.



➤ Alliance Consulting Business:

-Starting from Apr. 20th, the T-POINT service started in “yoyaQ.com,” a website used to make reservations at high ranking hotels and Japanese-style hotels, ran by Kakaku.com, Inc.
-Also, announced on Apr. 27th an introduction of T-POINT service with Hitachi Consumer Electronics Co., Ltd. Start the T-PONIT service, targeting “Wooo,” Hitachi’s flat panel TV.



➤ Membership Service Business:

-Announced on Apr. 27th about the capital and business tie-up with NETOFF Inc., the company managing “eBOOKOFF,” Japan’s biggest online used-book store to strengthen our net alliance business.
-On Apr. 5th started the newly reinforced service of comic delivery rentals on TSUTAYA DISCAS with more varieties of inventory and upgraded service and functions. Also, started a monthly subscription payments through NTT Docomo’s “mobile phone payment,” the first in the industry.



➤ TSUTAYA Business:

-Held the TOC (TSUTAYA Owner’s Conference) 2010 on Apr. 22 to share new fiscal year’s strategy with TSUTAYA franchisee companies.
-Announced on Apr. 16th to have the subsidiary of THE JAPAN WOOL TEXTILE CO., Ltd. as a new franchisee.
-On Apr. 28th, our flagship store, SHIBUYA TSUTAYA re-opened with increased selling space after remodeling.

2. Membership Growth (QE)

(Unit:million)

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Mar-10
T Members	34.86												34.62
Dual Function (Credit) T Card Issuance	5.73												5.70
TSUTAYA DISCAS Members	0.922												0.901

3. T Card Member Indicators (during March 2010; QE)

- T Members with T Point transactions outside TSUTATA :16.94 million (up 24.2% year on year)
- T Card monthly transaction : 118.794 million (up 28.7% year on year)

4. Number of TSUTAYA Store Locations (as of April 30th, 2010)

- Counted 1,393 locations, 6 opened and 3 closed, since April, 2009.

5. Existing-Store Sales

(Figures are relative to the same month/quarter of the prior year)

	Monthly			By Quarter (last four quarters)			
	Mar-10	Apr-10	(Apr-09)	Q1-FY09	Q2-FY09	Q3-FY09	Q4-FY09
Rentals	94.3%	95.7%	(94.7%)	97.9%	98.0%	96.7%	93.3%
Video	92.3%	94.2%	(95.6%)	98.9%	97.4%	96.2%	90.2%
Music	99.9%	99.6%	(89.1%)	91.8%	98.5%	96.7%	104.1%
CD&DVD Sales	60.4%	94.9%	(69.1%)	71.1%	83.6%	92.4%	82.6%
Video	62.3%	117.8%	(67.0%)	68.9%	87.8%	97.2%	81.3%
Music	59.0%	80.4%	(70.5%)	72.3%	81.3%	89.4%	83.4%
Game Sales	106.8%	108.6%	(77.5%)	79.2%	133.0%	127.3%	113.4%
Publications Sales	103.1%	106.5%	(98.2%)	98.6%	97.0%	101.3%	103.0%
Used Sales	95.8%	97.1%	(103.3%)	101.7%	98.1%	96.6%	99.9%
Total	89.5%	99.0%	(88.7%)	91.2%	96.7%	99.1%	95.0%

Brief Summary of April, 2010

- Music rentals maintained the firm tone, and DVD sales, Publications sales, and Game sales exceeded 100% year on year.

Video rentals was down 5.8%, despite the strong titles such as *Avatar*, and *Carl's Flying House*. Music rentals was up 0.1%. The whole rentals was down 0.4% and maintained last year's percentage. The whole rentals including comic rentals was down 4.3%.

Video sales was up 17.8%, thanks to *Avatar*. Music CD sales was down 19.6%. Game sales went up 8.6%. Publication sales was up 6.5%.

Sales of the whole items declined by 1%.

6. Total System-Wide Sales

(Figures are relative to the same month/quarter of the prior year)

	Monthly			By Quarter (last four quarters)			
	Mar-10	Apr-10	(Apr-09)	Q1-FY09	Q2-FY09	Q3-FY09	Q4-FY09
Rentals	95.7%	97.4%	(97.6%)	100.7%	100.1%	98.6%	94.9%
Video	93.7%	95.7%	(98.4%)	101.6%	99.4%	98.0%	91.7%
Music	101.6%	101.5%	(91.9%)	94.5%	100.6%	98.6%	106.0%
CD&DVD Sales	57.4%	89.7%	(68.5%)	70.4%	83.1%	91.0%	79.6%
Video	59.1%	110.8%	(66.4%)	68.2%	87.5%	96.0%	78.2%
Music	56.3%	76.3%	(70.0%)	71.9%	81.0%	88.2%	80.5%
Game Sales	116.0%	110.7%	(83.0%)	83.9%	139.9%	135.1%	122.7%
Publications Sales	111.6%	115.6%	(102.5%)	103.4%	101.2%	110.2%	111.8%
Used Sales	109.8%	101.0%	(117.5%)	115.4%	110.8%	110.6%	115.3%
Total	91.9%	101.3%	(91.4%)	94.0%	99.2%	102.6%	98.1%

For further information, please access to our homepage: <http://www.ccc.co.jp/company/news/2009/>

Culture Convenience Club Co., Ltd.
Corporate Planning