

IR Monthly Update / August 2010

1. August 2010 Major Topics of CCC Group



➤ Announced on Aug. 4th the consolidated results for first quarter of FY11, and held the Results Conference for analysts and institutional investors on Aug. 5th.



➤ **Alliance Consulting Business:**

-Started the “Bs Support Campaign presented by TSUTAYA Dual Function Card,” a collaborated campaign with the pro baseball team, Orix Buffaloes, on Aug. 1st.



➤ **Internet Business:**

-Started the T-Point service on NETOFF (eBOOKOFF), the website handling used-books, operated by NETOFF Inc, on Aug. 3rd.

-Announced on Aug. 4th the capital and business tie-up with Fujisan Magazine Service Co. Ltd.



➤ **TSUTAYA Business:**

-As a part of “TSUTAYA Summer Campaign 2010,” many campaigns were launched, including “TSUTAYA Excavated Good Movies.” Also, measures such as TSUTAYA Exclusive Rentals of Korean TV Dramas and CDs are taken to differentiate from other stores.

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	35.14	35.37	35.56	35.82								34.62
Dual Function (Credit) T Card Issuance	5.74	5.74	5.76	5.76	5.77								5.70
TSUTAYA DISCAS Members	0.922	0.962	0.983	1.008	1.037								0.901

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

- T Members with T Point transactions outside TSUTATA : 18.57 million (up 27.9% year on year)
- T Card monthly transaction : 137.08 million (up 37.1% year on year)

4. Number of TSUTAYA Store Locations (as of Aug. 31st, 2010)

- Counted 1,391 locations, 1 opened and 4 closed, during Aug., 2010.

5. Existing-Store Sales

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

	Monthly			By Quarter (last four quarters)			
	Jul-10	Aug-10	(Aug-09)	Q2-FY09	Q3-FY09	Q4-FY09	Q1-FY10
Rentals	91.1%	98.0%	(94.4%)	98.0%	96.7%	93.3%	90.5%
Video	89.2%	94.1%	(94.6%)	97.4%	96.2%	90.2%	87.9%
Music	95.2%	111.1%	(91.4%)	98.5%	96.7%	104.1%	99.3%
CD&DVD Sales	90.6%	106.0%	(81.1%)	83.6%	92.4%	82.6%	91.4%
Video	84.0%	119.2%	(73.5%)	87.8%	97.2%	81.3%	112.1%
Music	94.0%	99.3%	(85.4%)	81.3%	89.4%	83.4%	79.8%
Game Sales	78.1%	71.8%	(123.7%)	133.0%	127.3%	113.4%	106.5%
Publications Sales	101.4%	103.3%	(96.8%)	97.0%	101.3%	103.0%	102.0%
Used Sales	106.6%	101.8%	(94.2%)	98.1%	96.6%	99.9%	96.9%
Total	92.7%	98.8%	(93.9%)	96.7%	99.1%	95.0%	94.4%

Brief Summary of Aug., 2010

Although video rentals sales was in recovery trend because of strong titles such as *Alice in Wonderland* and *District 9*, and the TSUTAYA Excavated Good Movies, video rentals as a whole was down 5.9%.

Because there were some strong new titles, album rentals sales was up 11%. There were also strong new titles in single CD rental category, causing the sales to go over prior year sales for the first time since May, 2009. Music rentals as a whole to go up 11.1%.

Rentals sales, including commic rentals, was down 2.0%.

Video sales was up 19.2%, because of strong titles such as *Alice in Wonderland*, and *ONE PIECE FILM Strong World*. Music CD sales was down 0.7%. Game sales went down 28.2%. Publication sales was up 3.3%.

Whole items sales of existing-stores was down 1.2%.

6. Total System-Wide Sales

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

	Monthly			By Quarter (last four quarters)			
	Jul-10	Aug-10	(Aug-09)	Q2-FY09	Q3-FY09	Q4-FY09	Q1-FY10
Rentals	92.7%	99.7%	(96.2%)	100.1%	98.6%	94.9%	92.0%
Video	90.7%	95.6%	(96.3%)	99.4%	98.0%	91.7%	89.2%
Music	97.1%	113.2%	(93.1%)	100.6%	98.6%	106.0%	101.2%
CD&DVD Sales	84.4%	98.7%	(80.6%)	83.1%	91.0%	79.6%	85.9%
Video	78.0%	110.2%	(73.1%)	87.5%	96.0%	78.2%	104.8%
Music	87.9%	92.8%	(85.0%)	81.0%	88.2%	80.5%	75.2%
Game Sales	78.8%	73.5%	(129.2%)	139.9%	135.1%	122.7%	108.5%
Publications Sales	110.9%	111.1%	(100.8%)	101.2%	110.2%	111.8%	110.3%
Used Sales	108.9%	105.7%	(105.8%)	110.8%	110.6%	115.3%	100.5%
Total	94.6%	100.4%	(96.1%)	99.2%	102.6%	98.1%	96.4%

For further information, please access to our homepage: <http://www.ccc.co.jp/company/news/2010/>

Culture Convenience Club Co., Ltd.
Corporate Planning