

IR Monthly Update / December 2009

1. December 2009 Major Topics of CCC Group



➤ **Alliance Consulting Business:**

Yume no Machi Souzou linkai Co., Ltd., a group company of CCC, launched T Point service at its food delivery site “DEMAE-KAN” from December 1, 2009, which will be the full-fledge start of the T Point service on the internet. Winter campaign is held at “T-Mall”, a virtual shopping mall where T Points can be accumulated through shopping.



➤ **TSUTAYA Business:**

- Winter Campaign started from December 4, 2009, focusing on recommendation to customers.
- Tokyo Mid Town TSUTAYA is renovated under the concept of “TSUTAYA for adults”.



➤ **Membership Service Business:**

CCC acquired 3.7% of the stock of Digital Garage (“DG”), based on the equity-business alliance agreement made in August 2009. In conjunction with this, the major sector of the Membership Service business will move into the same building as DG’s new base in Daikan-yama, Tokyo. Conducting a “Carry-Over Campaign” for TSUTAYA DISCAS; this enables carrying the balance of the number of the disc to next month.

2. Membership Growth (QE)

(Unit:million)

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Mar-09
T Members	32.31	32.53	32.78	32.97	33.19	33.41	33.65	33.78	33.95	---	---	---	32.02
Dual Function (Credit) T Card Issuance	5.31	5.35	5.42	5.45	5.46	5.50	5.55	5.57	5.60	---	---	---	5.28
TSUTAYA DISCAS Members	0.666	0.715	0.719	0.730	0.783	0.797	0.816	0.836	0.849	---	---	---	0.650

3. T Card Member Indicators (as of November 2009)

- T Members with T Point transactions outside TSUTATA :15.27 million (up 32.8% since November 2008)
- T Card monthly transaction : 99.47 million (up 30.4% since November 2008)

4. Number of TSUTAYA Store Locations (as of December 31, 2009)

Counted 1,393 locations, seven newly opened and two closed, net increase of 21 locations since end March, 2009

5. Existing-Store Sales

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

	Monthly			By Quarter (last four quarters)			
	Nov-09	Dec-09	(Dec-08)	Q4-FY08	Q1-FY09	Q2-FY09	Q3-FY09
Rentals	96.9%	91.5%	(98.5%)	97.8%	97.9%	98.0%	96.7%
CD & DVD Sales	97.5%	85.7%	(87.4%)	86.8%	71.1%	83.6%	92.4%
Game Sales	85.2%	150.9%	(88.1%)	89.6%	79.2%	133.0%	127.3%
Publications Sales	100.2%	101.6%	(98.1%)	98.3%	98.6%	97.0%	101.3%
Used Sales	93.8%	97.0%	(----)	(----)	101.7%	98.1%	96.6%
Total	96.8%	98.0%	(94.2%)	94.8%	91.2%	96.7%	99.1%

Brief Summary for December 2009

- Game sales reached 150%; Publications sales marked over 100% for three consecutive months; Total resulted down 2% due to the weak CD & DVD sales.

Despite favorable sales of “Harry Potter And The Half-Blood Prince” and “Transformers: Revenge of the Fallen”, and “100 yen (one coin) campaign for 100 selections” played an effective role in attracting customers, video rentals were down 9.4% due to the decline in average customer spend.

Sales of CDs were down 9.9%, and DVDs showed a 20.6% reduction.

Sales of Games surged by 50.9%, due to extremely popular software such as “Final Fantasy XIII” and “New Super Mario Bros. Wii”.

Sales of Books were up by 1.6%.

6. Total System-Wide Sales

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

	Monthly			By Quarter (last four quarters)			
	Nov-09	Dec-09	(Dec-08)	Q4-FY08	Q1-FY09	Q2-FY09	Q3-FY09
Rentals	98.9%	93.4%	(101.4%)	100.9%	100.7%	100.1%	98.6%
CD & DVD Sales	96.1%	84.4%	(87.0%)	86.6%	70.4%	83.1%	91.0%
Game Sales	90.0%	161.0%	(90.8%)	92.3%	83.9%	139.9%	135.1%
Publications Sales	108.5%	111.0%	(110.0%)	108.2%	103.4%	101.2%	110.2%
Used Sales	107.4%	111.6%	(97.5%)	96.7%	115.4%	110.8%	110.6%
Total	100.1%	101.5%	(97.9%)	98.5%	94.0%	99.2%	102.6%

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

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