

IR Monthly Update / January 2010

1. January 2010 Major Topics of CCC Group



➤ **CCC Group:**

Resolved on January 29 to transfer part of the shares of Digital Hollywood Co., Ltd., CCC's consolidated subsidiary, to DH Investment and Digital Garage, Inc. As a result, Digital Hollywood will become non-consolidated.



➤ **Alliance Consulting Business:**

- 1st T-POINT Executive Conference (TEC) held on January 27.
- T Point service started at "Mitsui's Repark", parking service operated by Mitsui Real Estate Sales Co., Ltd., from January 16.



➤ **TSUTAYA Business:**

- One Coin (100 yen) campaign for the 100 Selection of hanky movies.
- Michael Jackson's "THIS IS IT" marked a record-high sales at TSUTAYA stores and TSUTAYA online



➤ **Membership Service Business:**

Promotion of TSUTAYA DISCAS started on a conjoint basis with CAVE Co., Ltd. and So-net Entertainment Corporation inside the online game "Megami Tensei, or reincarnation of goddess, IMAGINE" operated by CAVE.

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	34.20	----	----	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	5.64	----	----	5.28
TSUTAYA DISCAS Members	0.666	0.715	0.719	0.730	0.783	0.797	0.816	0.836	0.849	0.863	----	----	0.650

3. T Card Member Indicators (as of December 2009; QE)

- T Members with T Point transactions outside TSUTATA :16.49 million (up 33.6% since December 2008)
- T Card monthly transaction : 110.81 million (up 30.8% since December 2008)

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

Counted 1,389 locations, four closed, net increase of 17 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)			
	Dec-09	Jan-10	(Jan-09)	Q4-FY08	Q1-FY09	Q2-FY09	Q3-FY09
Rentals	91.5%	93.4%	(100.1%)	97.8%	97.9%	98.0%	96.7%
CD & DVD Sales	85.7%	95.8%	(79.3%)	86.8%	71.1%	83.6%	92.4%
Game Sales	150.9%	131.5%	(82.7%)	89.6%	79.2%	133.0%	127.3%
Publications Sales	101.6%	105.6%	(98.8%)	98.3%	98.6%	97.0%	101.3%
Used Sales	97.0%	101.2%	(----)	(----)	101.7%	98.1%	96.6%
Total	98.0%	99.8%	(93.6%)	94.8%	91.2%	96.7%	99.1%

Brief Summary for January 2010

- **Publications sales marked over 100% for four consecutive months; Music rentals marked favorable sales of 106.9% on a year-over-year basis**

Video rentals were down 10.5 % due to weak titles both in foreign and Japanese movies, while music rentals showed favorable sales of 6.9% increase thanks to newly released Japanese pops and 4 discs 1,000 yen campaign.

DVD sales marked 99.9%, which is the contribution of Michael Jackson s “THIS IS IT”.

Sales of Games leaped by 31.5%, due to healthy softwares such as “Dragon Quest VI”, “KINGDOM HEARTS Birth by Sleep”, “Super Mario Brothers” and “Tomodachi, or friend, Collection”.

Sales of Books soared by 5.6%, mainly due to Japanese comic-book series “ONE PIECE”.

6. Total System-Wide Sales

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

	Monthly			By Quarter (last four quarters)			
	Dec-09	Jan-10	(Jan-09)	Q4-FY08	Q1-FY09	Q2-FY09	Q3-FY09
Rentals	93.4%	95.3%	(103.2%)	100.9%	100.7%	100.1%	98.6%
CD & DVD Sales	84.4%	94.4%	(79.6%)	86.6%	70.4%	83.1%	91.0%
Game Sales	161.0%	141.5%	(85.3%)	92.3%	83.9%	139.9%	135.1%
Publications Sales	111.0%	114.9%	(111.3%)	108.2%	103.4%	101.2%	110.2%
Used Sales	111.6%	117.3%	(95.8%)	96.7%	115.4%	110.8%	110.6%
Total	101.5%	103.7%	(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/>

Culture Convenience Club Co., Ltd.
Administration Div., Investor Relations