

Store Format and Positioning



Yofuku-no-Aoyama

No. of stores: 715
Target age groups: All ages

Yofuku-no-Aoyama is the Company's core store format and the industry leader in the number of suits sold. We operate stores nationwide that offer clothing for adults of all ages.

Note: The Plus A The Suit Aoyama store in Okayama City, Okayama Prefecture, is included in the Yofuku-no-Aoyama format.



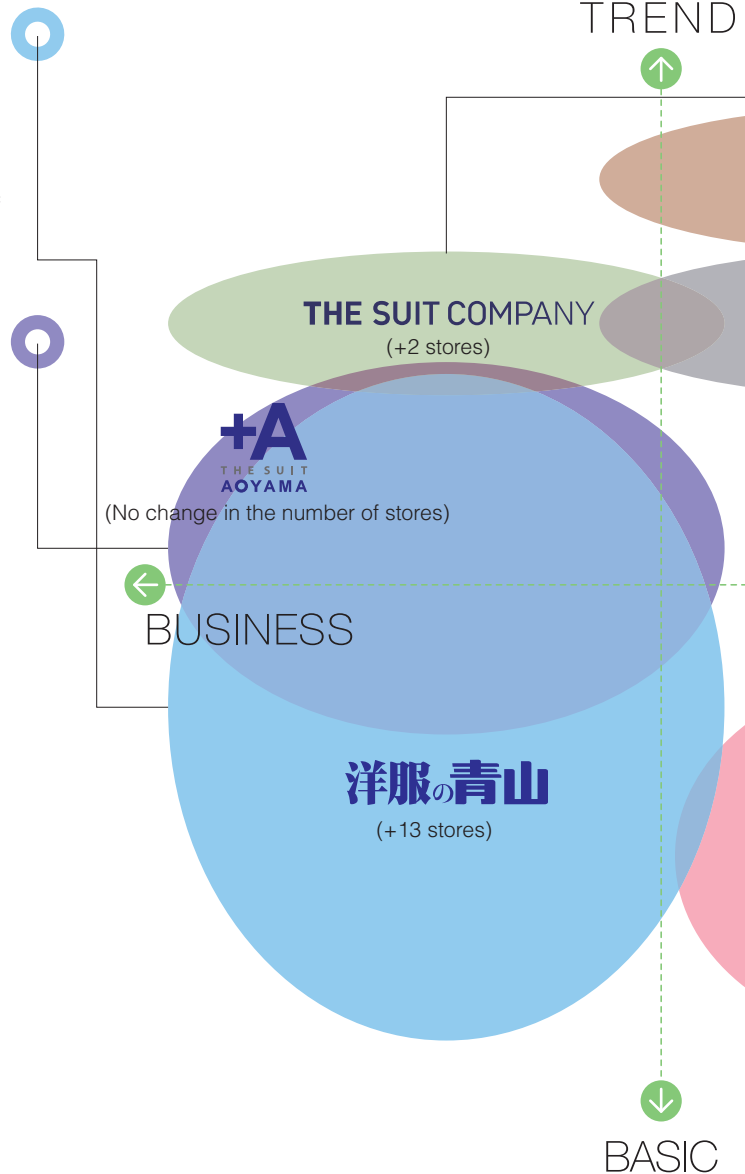
Plus A The Suit Aoyama

No. of stores: 3
Target age groups: 20s-50s

Plus A The Suit Aoyama, launched in April 2007 is a new format of stores located in shopping centers in suburbs of regional cities that specialize in men's and women's business wear.

Closure of Plus A The Suit Aoyama

In April 2007 we launched Plus A The Suit Aoyama, a new format of stores located in shopping centers in suburbs of regional cities that offer merchandise specifically for business use, mainly men's and women's suits. However, in view of intensifying competition among shopping centers, we concluded that it would be difficult to establish a business model based on shopping centers. Accordingly, the three stores will be closed during the first half of fiscal 2010 and the Plus A The Suit Aoyama format will be withdrawn.



UNIVERSAL LANGUAGE

(-1 store)

THE SUIT COMPANY'S WEEKEND

(+1 store)

CASUAL

CALAJA CALAJA

CASUAL LAND JAPAN CASUAL LAND JAPAN

(-21 stores)

The Suit Company

No. of stores: 32

Target age groups: 20s-30s

The Suit Company stores, specialty suit stores targeting customers in their 20s and 30s, emphasize the latest fashion trends.



The Suit Company's Weekend

No. of stores: 12

Target age groups: 20s-30s

The Suit Company's Weekend stores, located in large urban shopping centers, offer a comprehensive selection of merchandise that ranges from suits to men's and women's casual wear.



Universal Language

No. of stores: 5

Target age groups: 30s-40s

Universal Language is a format for boutiques for urban adults that offer merchandise embodying the message "We bring the entire world fashion into your closet."



CALAJA

No. of stores: 30

Target age groups: 20s-40s

CALAJA is a format of casual wear stores that offer better merchandise from the latest trends to basic clothing at lower prices.

