



To investors:

START TODAY, Co., Ltd
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Monthly Transaction Value and Number of Members in April 2010

Start Today Group reports its Monthly Report of April 2010 as below:

	April 2010	Year on Year Change (Month-over-Month) (Note 1)
Transaction Value (Note 2)	¥3,455 million	Year on Year +74.3%
Number of Members	2,072,397	+43,690
Number of Active Members (Note 3)	821,091	+19,605

(Monthly/Year-on-Year (Month-over-Month))

	Transaction Value		Number of Members		Number of Active Members	
	¥ million	YoY	members	MoM	members	MoM
April 2010	3,455	+74.3%	2,072,397	+43,690	821,091	+19,605
May						
June						
July						
August						
September						
October						
November						
December						
January 2011						
February						
March						
Total	3,455	+74.3%	—	—	—	—

Note 1. Transaction Value is on a year-on-year basis.

Number of Members and Number of Active Members are on a month-over-month basis.

- Transaction Value indicates total sales of the EC Business. Consignment sales fee is calculated on the basis of selling prices.
- Members who had purchased more than once per year.
- The data are preliminary for a quick release and are subject to revision.