



To investors:

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Monthly Transaction Value and Number of Members in September 2010

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

	September 2010	Year on Year Change (Month-over-Month) (Note 1)
Transaction Value (Note 2)	¥3,924 million	Year on Year +47.7%
Number of Members	2,442,256	+73,158
Number of Active Members (Note 3)	973,985	+19,252

(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	3,440	+60.7%	2,115,662	+43,265	838,420	+17,329
June	4,338	+76.4%	2,197,147	+81,485	871,316	+32,896
July	4,859	+90.7%	2,323,151	+126,004	933,496	+62,180
August	3,356	+56.0%	2,369,098	+45,947	954,733	+21,237
September	3,924	+47.7%	2,442,256	+73,158	973,985	+19,252
October						
November						
December						
January 2011						
February						
March						
Total	23,375	+67.7%	—	—	—	—

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.

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