



To investors:

START TODAY, Co., Ltd  
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## Monthly Transaction Value and Number of Members in January 2011

Start Today Group reports its Monthly Report of January 2011 as below:

	January 2011	Year on Year Change (Month-over-Month) (Note 1)
Transaction Value (Note 2)	¥8,187 million	Year on Year +51.1%
Number of Members	2,977,761	+204,785
Number of Active Members (Note 3)	1,173,506	+76,021

## (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	4,982	+53.8%	2,537,290	+95,034	1,006,474	+32,489
November	5,182	+54.1%	2,629,136	+91,846	1,041,944	+35,470
December	6,656	+59.9%	2,772,976	+143,840	1,097,485	+55,541
January 2011	8,187	+51.1%	2,977,761	+204,785	1,173,506	+76,021
February						
March						
Total	48,383	+60.6%	—	—	—	—

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.