



To investors:

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

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

	April 2011	Year on Year Change (Month-over-Month) (Note 1)
Transaction Value (Note 2)	¥5,216 million	Year on Year +51.0%
Number of Members	3,207,682	+74,591
Number of Active Members (Note 3)	1,261,951	+45,253

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

	Transaction Value		Number of Members		Number of Active Members	
	¥ million	YoY	Members	MoM	members	MoM
April 2011	5,216	+51.0%	3,207,682	+74,591	1,261,951	+45,253
May						
June						
July						
August						
September						
October						
November						
December						
January 2012						
February						
March						
Total	5,216	+51.0%	—	—	—	—

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.