



START TODAY CO.,LTD.

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To investors:

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

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

|                                   | July 2011      | Year on Year Change<br>(Month-over-Month) (Note 1) |
|-----------------------------------|----------------|--|
| Transaction Value (Note 2)        | ¥6,765 million | Year on Year +39.2%                                |
| Number of Members (Note 3)        | 3,520,479      | +129,652   |
| Number of Active Members (Note 4) | 1,429,182      | +58,887  |
| Number of Guest Buyers (Note 5)   | 59,242         | +49,303  |

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

|              | Transaction Value |        | Number of Members |          | Number of Active Members |              |         |
|--------------|-------------------|--------|-------------------|----------|--------------------------|--------------|---------|
|              | ¥ million         | YoY    | members           | MoM      | members                  | guest buyers | MoM     |
| April 2011   | 5,216             | +51.0% | 3,207,682         | +74,591  | 1,261,951                | —            | +45,253 |
| May          | 5,318             | +54.6% | 3,284,698         | +77,016  | 1,326,926                | —            | +64,975 |
| June         | 6,472             | +49.2% | 3,380,888         | +96,190  | 1,370,143                | 9,787        | +43,217 |
| July         | 6,765             | +39.2% | 3,520,479         | +129,652 | 1,429,182                | 59,242       | +58,887 |
| August       |                   |        |                   |          |                          |              |         |
| September    |                   |        |                   |          |                          |              |         |
| October      |                   |        |                   |          |                          |              |         |
| November     |                   |        |                   |          |                          |              |         |
| December     |                   |        |                   |          |                          |              |         |
| January 2012 |                   |        |                   |          |                          |              |         |
| February     |                   |        |                   |          |                          |              |         |
| March        |                   |        |                   |          |                          |              |         |
| Total        | 23,740            | +47.5% | —                 | —        | —                        | —            | —       |

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. Number of registered members in ZOZOTOWN. (Guest buyers are included)
4. Members who had purchased more than once per year.
5. Number of buyers who have purchased without registering as a member.
6. The data are preliminary for a quick release and are subject to revision.