



September 6, 2011

To investors:

START TODAY CO.,LTD.

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

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

	August 2011	Year on Year Change (Month-over-Month) (Note 1)
Transaction Value (Note 2)	¥4,724 million	Year on Year +40.7%
Number of Members (Note 3)	3,600,803	+80,324
Number of Active Members (Note 4)	1,469,659	+40,477
Number of Guest Buyers (Note 5)	92,964	+33,722

(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	6,439	+48.4%	3,390,827	+106,129	1,370,295	9,939	+43,369
July	6,765	+39.2%	3,520,479	+129,652	1,429,182	59,242	+58,887
August	4,724	+40.7%	3,600,803	+80,324	1,469,659	92,964	+40,477
September							
October							
November							
December							
January 2012							
February							
March							
Total	28,464	+46.3%	—	—	—	—	—

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