



To investors:

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Monthly Transaction Value and Number of Members in September 2009

Start Today Group reports its Monthly Report of September 2009 as below:

	September 2009	Year on Year Change (Month-over-Month) (Note 1)
Transaction Value (Note 2)	¥2,656 million	Year on Year +55.8%
Number of Members	1,519,877	+53,415
Number of Active Members (Note 3)	545,284	+20,525

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

	Transaction Value		Number of Members		Number of Active Members	
	¥ million	YoY	members	MoM	members	MoM
April 2009	1,982	+31.1%	1,301,025	+35,547	445,059	+8,604
May	2,141	+32.1%	1,341,460	+40,435	464,628	+19,569
June	2,459	+39.0%	1,381,574	+40,114	483,504	+18,876
July	2,548	+47.7%	1,430,848	+49,274	509,056	+25,552
August	2,152	+50.6%	1,466,462	+35,614	524,759	+15,703
September	2,656	+55.8%	1,519,877	+53,415	545,284	+20,525
October						
November						
December						
January 2010						
February						
March						
Total	13,939	+42.8%	—	—	—	—

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.