



To investors:

START TODAY, Co., Ltd
 Representative: Yusaku Maezawa, CEO
 (Securities Code: 3092)
 Contact: Koji Yanagisawa, CFO
 (TEL: 043 - 213 - 5171)

Monthly Transaction Value and Number of Members in November 2009

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

	November 2009	Year on Year Change (Month-over-Month) (Note 1)
Transaction Value (Note 2)	¥3,363 million	Year on Year +69.7%
Number of Members	1,629,635	+53,444
Number of Active Members (Note 3)	598,526	+27,984

(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	3,239	+59.3%	1,576,191	+56,314	570,542	+25,258
November	3,363	+69.7%	1,629,635	+53,444	598,526	+27,984
December						
January 2010						
February						
March						
Total	20,541	+49.1%	—	—	—	—

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.