



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 January 2010

Start Today Group reports its Monthly Report of January 2010 as below:

	January 2010	Year on Year Change (Month-over-Month) (Note 1)
Transaction Value (Note 2)	¥5,420 million	Year on Year +119.7%
Number of Members	1,920,442	+158,491
Number of Active Members (Note 3)	738,690	+89,758

## (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	4,162	+92.2%	1,761,951	+132,316	648,932	+50,406
January 2010	5,420	+119.7%	1,920,442	+158,491	738,690	+89,758
February						
March						
Total	30,124	+63.6%	—	—	—	—

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.