

IR Monthly Update / March 2010

1. April 2010 Major Topics of CCC Group



- Announced on Mar. 10 to take over the whole business of Sumiya Co., Ltd. as of Apr. 1st, 2010.
Also, FY10 organization and the principal staffs were announced on Mar. 25th.



➤ Alliance Consulting Business:

- Started the "We Love Kagoshima" project with Alliance Companies from Mar. 1st.
- Held the "T-POINT Ladies Tournament," the women's pro-golf tour, for 3 days from Mar. 19th in Kagoshima.
- Starting from Mar. 1st, Baush+Lomb Japan Co., Ltd.'s contact lenses' care products manufacturer started to give T-POINT to its users.
- Starting from Mar. 26th, the T-POINT service started in POINT INC., casual apparel.



➤ TSUTAYA Business:

- Held the "TSUTAYA STAFF CONFERENCE 2009," where Tsutaya stores from all over the country compete by their improvement on customer satisfaction, on Mar. 11th with more than 3,000 participants.



➤ Membership Service Business:

- Held the campaign called "Thank You for Using T-POINT" on TSUTAYA online shopping.
- The number of TSUTAYA DISCAS members continued the steady growth and reached 0.9 million by the end of March.

2. Membership Growth (QE)

(Unit:million)

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Mar-09
T Members	32.31	32.53	32.77	32.97	33.19	33.41	33.65	33.78	33.95	34.20	34.44	34.62	32.02
Dual Function (Credit) T Card Issuance	5.31	5.35	5.42	5.45	5.46	5.50	5.55	5.57	5.60	5.64	5.67	5.70	5.28
TSUTAYA DISCAS Members	0.666	0.715	0.719	0.730	0.783	0.797	0.816	0.836	0.849	0.863	0.877	0.901	0.650

3. T Card Member Indicators (during February 2010; QE)

- T Card monthly transaction : 103.26 million (up 28.7% year on year)

4. Number of TSUTAYA Store Locations (as of March 31, 2010)

- Counted 1,390 locations, 15 opened and 11 closed, since April, 2009.

5. Existing-Store Sales

(Figures are relative to the same month/quarter of the prior year)

	Monthly			By Quarter (last four quarters)			
	Feb-10	Mar-10	(Mar-09)	Q1-FY09	Q2-FY09	Q3-FY09	Q4-FY09
Rentals	92.1%	94.3%	(98.0%)	97.9%	98.0%	96.7%	93.3%
Video	88.6%	92.3%	(98.0%)	98.9%	97.4%	96.2%	90.2%
Music	105.8%	99.9%	(93.1%)	91.8%	98.5%	96.7%	104.1%
CD&DVD Sales	101.8%	60.4%	(99.5%)	71.1%	83.6%	92.4%	82.6%
Video	83.5%	62.3%	(98.7%)	68.9%	87.8%	97.2%	81.3%
Music	113.7%	59.0%	(100.0%)	72.3%	81.3%	89.4%	83.4%
Game Sales	96.2%	106.8%	(97.6%)	79.2%	133.0%	127.3%	113.4%
Publications Sales	99.9%	103.1%	(97.8%)	98.6%	97.0%	101.3%	103.0%
Used Sales	103.0%	95.8%	(----)	101.7%	98.1%	96.6%	99.9%
Total	96.1%	89.5%	(98.3%)	91.2%	96.7%	99.1%	95.0%

Brief Summary for March 2010

- Music rentals maintained the firm tone, and CD&DVD sales decreased. Publications sales exceeded 100%.

Video rentals was down 7.7%.

Music rentals was down only 0.1% and maintained almost the same as last year. The whole rentals, including comic rentals, was down 5.7%.

Video sales declined by 37.7%. CD sales was also down 41% due to the weak titles. Game sales went up 6.8%. The contribution of The Lost Simbol brought up publication sales 3.1%.

Sales of the whole items declines by 10.5%.

6. Total System-Wide Sales

(Figures are relative to the same month/quarter of the prior year)

	Monthly			By Quarter (last four quarters)			
	Feb-10	Mar-10	(Mar-09)	Q1-FY09	Q2-FY09	Q3-FY09	Q4-FY09
Rentals	93.6%	95.7%	(101.0%)	100.7%	100.1%	98.6%	94.9%
Video	90.0%	93.7%	(100.9%)	101.6%	99.4%	98.0%	91.7%
Music	107.6%	101.6%	(98.7%)	94.5%	100.6%	98.6%	106.0%
CD&DVD Sales	97.4%	57.4%	(98.3%)	70.4%	83.1%	91.0%	79.6%
Video	79.3%	59.1%	(97.3%)	68.2%	87.5%	96.0%	78.2%
Music	109.3%	56.3%	(99.2%)	71.9%	81.0%	88.2%	80.5%
Game Sales	104.8%	116.0%	(100.1%)	83.9%	139.9%	135.1%	122.7%
Publications Sales	108.5%	111.6%	(103.6%)	103.4%	101.2%	110.2%	111.8%
Used Sales	119.1%	109.8%	(101.1)	115.4%	110.8%	110.6%	115.3%
Total	99.1%	91.9%	(100.9%)	94.0%	99.2%	102.6%	98.1%

For further information, please access to our homepage: <http://www.ccc.co.jp/company/news/2009/>

Culture Convenience Club Co., Ltd.
Corporate Planning