

IR Monthly Update / June 2010

1. June 2010 Major Topics of CCC Group



- Held the 25th general meeting of shareholders on June 22nd. Also, disclosed the voting results on 23rd.

http://www.ccc.co.jp/ir/message/general_meeting/



➤ **Alliance Consulting Business:**

-Announced on June 24th that T-POINT service starts at JOMO gas stations, operated by JX Nippon Oil & Energy Corporation, a company formed by the merger of Nippon Oil Corporation and Japan Energy Corporation.

-As a part of moving offices in purposes of going back to basics, the Alliance Consulting division have started working at a new office from June 28th.



➤ **Membership Service Business:**

-On June 1st, T-POINT service started on 3 mobile phone carriers in TSUTAYA Premier, contents delivery website for mobile phone. This allows TSUTAYA Premier users both to purchase digital contents with, and accumulate T-POINT.



➤ **TSUTAYA Business:**

-With TSUTAYA online, launched a present campaign of 'Harper's Island', the preceding rental DVD of TSUTAYA. Also introduced TSUTAYA's original products, and promoted creating floor spaces with more lifestyle propositions for customers.

-Opened 2 new TSUTAYA stores (closed 3 stores.)

2. Membership Growth (QE)

(Unit:million)

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Mar-10
T Members	34.86	35.14	35.37										34.62
Dual Function (Credit) T Card Issuance	5.74	5.74	5.76										5.70
TSUTAYA DISCAS Members	0.922	0.962	0.983										0.901

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

- T Members with T Point transactions outside TSUTATA : 18.64 million (up 27.8% year on year)
- T Card monthly transaction : 124.63 million (up 27.8% year on year)

4. Number of TSUTAYA Store Locations (as of June 30th, 2010)

- Counted 1,392 locations, 2 opened and 4 closed, during June, 2010.

5. Existing-Store Sales

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

	Monthly			By Quarter (last four quarters)			
	May-10	Jun-10	(Jun-09)	Q2-FY09	Q3-FY09	Q4-FY09	Q1-FY10
Rentals	88.9%	87.1%	(98.8%)	98.0%	96.7%	93.3%	90.5%
Video	85.5%	84.2%	(100.4%)	97.4%	96.2%	90.2%	87.9%
Music	101.5%	96.5%	(90.9%)	98.5%	96.7%	104.1%	99.3%
CD&DVD Sales	94.5%	85.2%	(69.5%)	83.6%	92.4%	82.6%	91.4%
Video	123.3%	93.8%	(72.5%)	87.8%	97.2%	81.3%	112.1%
Music	77.6%	80.9%	(68.2%)	81.3%	89.4%	83.4%	79.8%
Game Sales	107.1%	103.8%	(63.8%)	133.0%	127.3%	113.4%	106.7%
Publications Sales	101.1%	98.2%	(98.8%)	97.0%	101.3%	103.0%	102.0%
Used Sales	95.3%	99.1%	(96.9%)	98.1%	96.6%	99.9%	97.0%
Total	93.7%	90.5%	(89.7%)	96.7%	99.1%	95.0%	94.4%

Brief Summary of June, 2010

Although *Paranormal Activity* was a hit, other genres were weak and could not meet the sales of prior year, when *Prison Break* and *Terminator: The Sarah Connor Chronicles* were released. Video rentals as a whole was down 15.8%.

"5 CDs for ¥1,000" Campaign supported the music rentals of old titles, causing album CD rentals to go up 0.4%, marking over 100% for 6 months in a row. But single CD rentals did not do well, and music rentals as a whole was down 3.5%.

Rentals sales, including comic rentals, was down 12.9%.

Video sales was down 6.2%, marking sales less than prior year for the first time in 3 months. Music CD sales was down 19.1%. Game sales went up 3.8%. Since the number of TSUTAYA stores increased, publication total-wide sales was up 6.1%, continuing to exceed prior year sales.

Whole items sales of the existing-stores was down 9.5%.

6. Total System-Wide Sales

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

	Monthly			By Quarter (last four quarters)			
	May-10	Jun-10	(Jun-09)	Q2-FY09	Q3-FY09	Q4-FY09	Q1-FY10
Rentals	90.3%	88.5%	(101.4%)	100.1%	98.6%	94.9%	92.0%
Video	86.8%	85.5%	(102.9%)	99.4%	98.0%	91.7%	89.2%
Music	103.4%	98.4%	(93.2%)	100.6%	98.6%	106.0%	101.2%
CD&DVD Sales	88.4%	79.9%	(68.9%)	83.1%	91.0%	79.6%	85.9%
Video	114.7%	87.3%	(71.8%)	87.5%	96.0%	78.2%	104.8%
Music	72.8%	76.2%	(67.8%)	81.0%	88.2%	80.5%	75.2%
Game Sales	109.5%	105.2%	(66.9%)	139.9%	135.1%	122.7%	108.8%
Publications Sales	109.1%	106.1%	(103.8%)	101.2%	110.2%	111.8%	110.3%
Used Sales	99.0%	102.4%	(109.4%)	110.8%	110.6%	115.3%	100.7%
Total	95.6%	92.3%	(92.3%)	99.2%	102.6%	98.1%	96.5%

For further information, please access to our homepage: <http://www.ccc.co.jp/company/news/2010/>

Culture Convenience Club Co., Ltd.
Corporate Planning