

Financial Summaries for the First Quarter Ended March 31, 2008

Company name: Bell-Park Co., Ltd. Stock exchange listing: JASDAQ
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(Figures are rounded down to the nearest million yen)

1. Consolidated Financial Summaries for the First Quarter Ended March 31, 2008 (Jan. 1 – Mar. 31, 2008)

(1) Consolidated results of operations *(Percentages represent year-on-year changes)*

	Net sales		Operating income		Ordinary income	
	Million yen	%	Million yen	%	Million yen	%
1Q ended March 2008	9,239	20.6	300	(58.3)	303	(57.9)
1Q ended March 2007	7,659	29.9	720	209.3	720	200.7
Year ended December 2007	31,453		1,684		1,685	

	Net income		Net income per share (basic)	Net income per share (diluted)
	Million yen	%	Yen	Yen
1Q ended March 2008	151	(60.7)	2,361.43	-
1Q ended March 2007	386	213.0	6,092.10	6,066.50
Year ended December 2007	840		13,135.00	13,063.51

(2) Consolidated financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
As of March 31, 2008	10,252	4,818	47.0	74,878.67
As of March 31, 2007	8,599	4,237	49.3	66,477.61
As of December 31, 2007	10,231	4,750	46.4	73,817.27

(3) Consolidated cash flow position

	Net cash provided by (used in) operating activities	Net cash provided by (used in) investing activities	Net cash provided by (used in) financing activities	Cash and cash equivalents at end of period
	Million yen	Million yen	Million yen	Million yen
1Q ended March 2008	(627)	(77)	437	1,287
1Q ended March 2007	(309)	(47)	(17)	1,522
Year ended December 2007	213	(581)	24	1,555

2. Consolidated Forecasts for the Fiscal Year Ending December 31, 2008 (Jan. 1 – Dec. 31, 2008)

(Percentages represent year-on-year changes)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
Interim	17,900	19.0	460	(63.6)	460	(63.6)	230	(62.7)	3,574.17
Full year	37,100	18.0	1,000	(40.6)	1,000	(40.7)	500	(40.5)	7,769.93

3. Others

(1) Changes in consolidated subsidiaries during the period (changes in scope of consolidation): None

(2) Adoption of the simple method for accounting principles: Yes

(3) Changes in accounting principles from the most recent fiscal year: None

Note: Please refer to "Qualitative Information and Financial Statements, 4. Others" on page 4 for further information.

* Cautionary statement with respect to forward-looking statements

The above forecasts are based on judgments made in accordance with information currently available. Actual figures may differ from these forecasts for a number of factors.

Qualitative Information and Financial Statements

1. Qualitative Information Regarding Consolidated Operating Results

In the first quarter of 2008 (January-March 2008), Japan's economy faced challenges due to increasing uncertainty about the outlook for corporate earnings. There are worries about a slowdown of the global economy because of turmoil in U.S. and European financial markets linked to the subprime mortgage crisis. Falling stock prices worldwide, the yen's rapid appreciation and decline in the dollar's value, and rising prices for crude oil and raw materials are also creating an unstable economic picture. In this environment, the Bell-Park Group concentrated on improving earnings in the mobile phone sales business and achieving growth in the staffing services business.

Due to the above factors, net sales totaled 9,239 million yen (up 20.6%, compared to the same period of the previous year), operating income 300 million yen (down 58.3%), ordinary income 303 million yen (down 57.9%), and net income 151 million yen (down 60.7%).

Results by business segment were as follows.

(1) Mobile phone sales business

All carriers in Japan conducted aggressive sales activities during the spring selling season, mainly by introducing many new handset models and launching new rate plans. These activities are producing growth in demand for new mobile phone service subscriptions. During the first three months of 2008, there was a net increase of 2.19 million in mobile phone subscriptions, well above the 1.78 million net increase in the first three months of 2007. SoftBank, which is the primary carrier that Bell-Park handles, took many actions to attract subscribers. For example, SoftBank introduced the White Plan Student Discount to sell services to more students, and launched the Disney Mobile service. As a result, SoftBank ranked first in Japan in net growth in subscribers for eleven months in a row from May 2007. However, demand for the replacement of handsets with new models was weak because the autumn 2006 start of handset sales using installment payments greatly extended the handset replacement cycle.

In response, the Bell-Park Group took actions aimed at improving earnings per store by raising store operating efficiency and increasing the number of handsets sold by each store during the spring selling season. The Group upgraded skills of store personnel to make operations more efficient, conducted effective sales promotion activities to attract more people to stores, and focused on selling peripheral products like SD cards to increase sales per customer. Additionally, to establish relationships with more new customers, the Group increased the sales force to enhance sales activities targeting the corporate market, which has excellent growth prospects.

In the first quarter of 2008, consolidated segment sales totaled 8,698 million yen (up 20.4%, compared to the same period of the previous year) and operating income was 440 million yen (down 49.2%).

(2) Staffing services business

Demand remained firm for mobile phone sales personnel, which is the primary component of the staffing services business. The main reasons were growth in demand for personnel able sell handsets and services to first-time users and the high-profile sales promotion activities at mobile phone sales agents during the spring selling season. However, it is difficult to recruit temporary staffing personnel, in part because of the tendency for some temporary workers to switch to full-time employment at the companies where they were sent.

In this operating environment, the Group focused on the provision of mobile phone sales personnel, the core business in this segment, and on increasing the number of temporary staffing personnel on assignment from the Tokai office, which was opened in 2007.

Due to an increase in the number of temporary staffing personnel along with an increase in the number of offices in the first quarter of 2008, segment sales increased 29.3% to 535 million yen. But there was an operating loss of 0 million yen (5 million yen loss one year earlier) because of seasonal factors, mainly the smaller number of business days in this year's first quarter.

(3) Other business

The main business in this segment is processing applications for fixed-line communication service contracts. Progress in making operations more efficient resulted in a decrease of 18.8% in the segment sales to 42 million yen and operating income of 8 million yen (1 million yen loss one year earlier).

2. Qualitative Information Regarding Consolidated Financial Position

Total assets increased 20 million yen over the end of the previous fiscal year to 10,252 million yen as of March 31, 2008.

Current assets decreased 67 million yen to 8,256 million yen. There were declines of 267 million yen in cash on hand and in banks and 685 million yen in inventories, and an 889 million yen increase in accounts receivable-trade and operating accounts receivable.

Fixed assets increased 87 million yen to 1,996 million yen, mainly the result of increases of 57 million yen in property, plant and equipment and 26 million yen in investments and other assets.

Current liabilities decreased 51 million yen to 5,304 million yen. There were increases of 500 million yen in short-term borrowings and 97 million yen in the bonus allowance, and decreases of 54 million yen in accounts payable-trade and operating accounts payable and 579 million yen in accrued income taxes.

There were no significant changes in long-term liabilities.

Net assets increased 68 million yen to 4,818 million yen, mainly the result of higher retained earnings because of first quarter net income of 151 million yen and a reduction in retained earnings due to cash dividend paid of 83 million yen. Consequently, the equity ratio was 47.0%.

(Cash Flows)

There was a decrease of 267 million yen in cash and cash equivalents compared with December 31, 2007, to 1,287 million yen as of March 31, 2008.

Net cash used in operating activities was 627 million yen. The primary components were income before income taxes of 301 million yen, cash provided by a 685 million yen decrease in inventories and cash used by an 889 million yen increase in accounts receivable, a 54 million yen decrease in accounts payable, and income taxes paid of 714 million yen.

Net cash used in investing activities was 77 million yen. Main factors were payment for purchase of property, plant and equipment of 37 million yen, and payment for leasehold deposits of 37 million yen.

Net cash provided by financing activities was 437 million yen. Main factors were proceeds from a 500 million yen increase in short-term borrowings, and cash dividends paid of 62 million yen.

3. Qualitative Information Regarding Consolidated Forecasts

Bell-Park is making no revisions to its consolidated forecasts for the first half and full year of 2008 that were announced on February 14, 2008 with the 2007 earnings release (kessan tanshin). The effect on these forecasts of the basic agreement concerning the partial sale of stock held in Japan Pro Staff Co., Ltd., which was announced today, will be announced when revisions, if any, have been determined.

4. Others

(1) Changes in consolidated subsidiaries during the period (changes in scope of consolidation)

Not applicable.

(2) Adoption of the simple method for accounting principles

The simple method based on the effective tax rate has been applied to the calculation of income taxes. The simple method is also applied to the calculation of certain items that have an insignificant impact on the financial statements.

(3) Changes in accounting principles from the most recent fiscal year

Not applicable.

5. Summary Consolidated Financial Statements

(1) Summary Consolidated Balance Sheets

Thousand yen, %

Account	As of Mar. 31, 2007	As of Mar. 31, 2008	Change		[Reference] As of Dec. 31, 2007
	Amount	Amount	Amount	%	Amount
Assets					
I. Current assets	7,149,422	8,256,021	1,106,599	15.5	8,323,070
Cash on hand and in banks	1,522,943	1,287,814	(235,129)	(15.4)	1,555,296
Accounts receivable -trade and operating accounts receivable	3,199,951	4,459,125	1,259,174	39.3	3,569,575
Inventories	2,282,033	2,206,353	(75,680)	(3.3)	2,892,220
Other current assets	144,493	302,728	158,234	109.5	305,977
II. Fixed assets	1,450,470	1,996,238	545,768	37.6	1,908,276
Property, plant and equipment	342,505	641,456	298,950	87.3	583,506
Intangible assets	27,232	76,973	49,740	182.7	73,065
Investments and other assets	1,080,731	1,277,808	197,076	18.2	1,251,704
Total assets	8,599,892	10,252,260	1,652,367	19.2	10,231,346
Liabilities					
I. Current liabilities	4,278,013	5,304,903	1,026,889	24.0	5,356,174
Accounts payable -trade and operating accounts payable	2,946,326	3,281,298	334,972	11.4	3,336,117
Other current liabilities	1,331,687	2,023,604	691,916	52.0	2,020,056
II. Long-term liabilities	83,951	129,043	45,091	53.7	124,981
Total liabilities	4,361,965	5,433,946	1,071,980	24.6	5,481,155
Net assets					
I. Shareholders' equity					
1. Common stock	1,111,287	1,123,904	12,617	1.1	1,123,904
2. Capital surplus	1,564,008	1,587,769	23,761	1.5	1,587,769
3. Retained earnings	1,761,416	2,283,579	522,162	29.6	2,215,280
4. Treasury stock	(197,749)	(176,940)	20,809	(10.5)	(176,763)
Total shareholders' equity	4,238,962	4,818,313	579,351	13.7	4,750,191
II. Valuation and translation adjustments					
1. Net unrealized holding gain on securities	(1,035)	-	1,035	-	-
Total valuation and translation adjustments	(1,035)	-	1,035	-	-
Total net assets	4,237,926	4,818,313	580,386	13.7	4,750,191
Total liabilities and net assets	8,599,892	10,252,260	1,652,367	19.2	10,231,346

(2) Summary Consolidated Statements of Income

Thousand yen, %

Account	Jan. 1 – Mar. 31, 2007	Jan. 1 – Mar. 31, 2008	Change		[Reference] Jan. 1 – Dec. 31, 2007
	Amount	Amount	Amount	%	Amount
I. Net sales	7,659,055	9,239,683	1,580,627	20.6	31,453,080
II. Cost of goods sold	5,867,474	7,416,118	1,548,644	26.4	24,566,596
Gross profit	1,791,581	1,823,565	31,983	1.8	6,886,484
III. Selling, general and administrative expenses	1,071,469	1,523,399	451,929	42.2	5,202,169
Operating income	720,112	300,166	(419,945)	(58.3)	1,684,314
IV. Non-operating income	3,869	6,315	2,446	63.2	16,121
V. Non-operating expenses	3,766	3,006	(760)	(20.2)	15,035
Ordinary income	720,215	303,475	(416,739)	(57.9)	1,685,399
VI. Extraordinary income	30,313	-	(30,313)	-	70,944
VII. Extraordinary loss	60	1,796	1,735	2,882.3	23,032
Income before income taxes	750,468	301,679	(448,788)	(59.8)	1,733,312
Income taxes	363,532	149,725	(213,807)	(58.8)	892,511
Net income	386,935	151,954	(234,981)	(60.7)	840,800

* This financial report is solely a translation of summary of "Kessan Tanshin"(in Japanese, including attachments), which has been prepared in accordance with accounting principles and practices generally accepted in Japan, for the convenience of readers who prefer an English translation.