

December 1, 2004

Bell-Park Co., Ltd.

President & CEO: Takeru Nishikawa

Stock exchange listing: JASDAQ

Stock code: 9441

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Notification Regarding Acquisition of Subsidiary and Revision of Consolidated Forecasts

The Board of Directors, meeting on December 1, 2004, approved a resolution to acquire all outstanding shares of Nikka Co., Ltd. and to convert it into a wholly owned subsidiary. The move aims at improving the Company's business performance by expanding Bell-Park's existing store network in metropolitan Tokyo, further strengthening its marketing capabilities and enhancing operating efficiency. Details are as follows:

1. Profile of subsidiary being acquired

- (1) Company name: Nikka Co., Ltd.
- (2) Head office: Yotsuya 1-chome West building. 1-18, Yotsuya, Shinjyuku-ku, Tokyo
- (3) President & CEO: Yukio Hara
- (4) Established: June 1, 1987
- (5) Main business: Telecommunications equipment marketing
- (6) Fiscal year: December 31 (effective December 1, 2004)
- (7) Employee: 61 (as of September 30, 2004)
- (8) Shareholders' equity: 50 million yen
- (9) Net sales: 3,337 million yen (Fiscal year ended February 2004)

2. Changes in number of shares held by Bell-Park and pct. of total shares

	Before acquisition	After acquisition
(1) Voting rights held	0	600
(Shares held)	0 shares	600 shares
(2) Total voting rights	600	600
(Shares issued)	600 shares	600 shares
(3) Pct of voting rights acquired	0.0%	100.0%
(Pct. of shares held)	0.0%	100.0%

3. Background and date

- (1) Bell-Park acquired 600 shares (100% of shares issued) of Nikka Co., Ltd. from Yukio Hara (Address: 4-21-16 Nishi Ochiai, Shinjuku-ku, Tokyo) and three other individuals.
- (2) Acquisition date: The shares will be transferred on December 1, 2004

4. Acquisition price

700 million yen

5. Reasons for acquisition

Bell-Park is an independent company, not affiliated with any industrial group. Its core activity is marketing mobile phones as a sales agent for Vodafone. The Company operates a network of 39 Vodafone shops, 34 in the metropolitan Tokyo area and five in the Tokai region.

Vodafone will launch third-generation mobile phones around the end of this year. Vodafone's market share had been slipping, as result of intensifying competition in its core product line, second-generation mobile phones. The introduction of third-generation mobile phones is expected to reverse this trend.

In response to the forthcoming changes, Bell-Park decided to expand its Vodafone store network in the metropolitan Tokyo region. This move is expected to reinforce marketing capabilities and enhance operating efficiency and to further improve business performance. The above acquisition is in line with this policy, as it will add nine Vodafone shops operated by Nikka Co., Ltd. in prime business locations, including Nishi Shinjuku, Akasaka Mitsuke and Shimokitazawa, to our existing network.

6. Revision of forecast of operating results

Bell-Park is revising its forecast of consolidated operating results for the current fiscal year ending December 2004 to reflect the impact of the acquisition of the above subsidiary. The revised forecast replaces the forecast of operating results released August 9, 2004 along with the Summary of Interim Consolidated Financial Results for the Fiscal Year Ending December 2004.

(1) Previous forecast

	Million yen		
	Net sales	Ordinary income	Net income
Full year (Jan. 1, 2004 to Dec. 31, 2004)	14,000	623	252

(2) Revised forecast (December 1, 2004)

	Million yen		
	Net sales	Ordinary income	Net income
Full year (Jan. 1, 2004 to Dec. 31, 2004)	14,400	623	(226)

(3) Reasons for revisions

Bell-Park is revising its forecast of consolidated operating results to reflect the impact of the acquisition of the above-mentioned subsidiary, which is expected to contribute 400 million yen to consolidated net sales. Consolidated ordinary income is not expected to increase as the cost of acquisition is likely to offset any contribution to earnings by the newly acquired subsidiary. Bell-Park now expects to report a net loss of 226 million yen, as the company plans to take a one-time extraordinary loss of approximately 480 million yen for the amortization of the goodwill.