

January 31, 2007

Bell-Park Co., Ltd.

President & CEO: Takeru Nishikawa

Stock exchange listing: JASDAQ

Stock code: 9441

Contact: Hiroshi Ishikawa, Corporate Officer, General Manager, Administration Division

Tel: +81-(0) 3-3288-5211

Bell-Park Announces Downsizing of Network Business

Bell-Park Co., Ltd. announces that its Board of Directors on January 31, 2007 approved a resolution to downsize as follows the network business. This business primarily involves processing applications for fixed-line communication service contracts.

1. Reasons for downsizing

The objective of the Bell-Park Group is to become a highly profitable organization with operations centered on the communications industry. As part of its initiatives to accomplish this goal, the Group in January 2005 established the network business. The main activity was processing of fixed-line communication service contracts as an agent of communication carriers. Since then, Bell-Park worked hard on expanding this business in order to contribute to growth of the entire group.

However, there has been a decline in the number of subscribers for direct-collection-type fixed line telephone services, which communication carriers began offering in 2005. One reason is lower investments by carriers in this sector. This contraction has reduced commissions and created other serious challenges for the Bell-Park Group's network business. The Company has concluded that even changes in the product lineup would be unlikely to improve the performance of this business.

In response, Bell-Park has decided to downsize by a significant amount its network business. Actions will include the relocation and downsizing of the Shinjuku call center on February 10, 2007. Bell-Park will work on raising sales and earnings by concentrating resources on its two core businesses: mobile phone sales and staffing services.

2. Summary of operations to be downsized

(1) Activities of network business

Bell-Park has contracts with communication carriers and their sales agents to act as an agent for fixed-line, ADSL, FTTH and other services.

(2) Network business operating results

1) Fiscal year ended December 31, 2005

Yen in millions

	(Consolidated) Network business (a)	(Consolidated) FY2005 (b)	Difference (a/b)
Net sales	582	24,355	2.4%
Gross profit	486	4,684	10.4%
Operating income	(198)	948	-
Ordinary income	(198)	946	-

2) Nine months ended September 30, 2006

Yen in millions

	(Consolidated) Network business (a)	(Consolidated) 3Q FY2006 (b)	Difference (a/b)
Net sales	422	17,404	2.4%
Gross profit	425	3,653	11.7%
Operating income	(60)	575	-
Ordinary income	(60)	583	-

(3) Network business employees and assets

Bell-Park plans to transfer network business employees to other business units based on their skills, aptitude and wishes. Bell-Park will use some network business assets, such as call center facilities, in other business units. The remaining assets will be discarded.

3. Timetable (tentative)

January 31, 2007	Board of Directors resolution
February 10, 2007	Downsizing of business

4. Effect on operating results

Although this downsizing will cause network business sales to decline in FY2007 and following years, there will be no negative impact on earnings because this business was posting losses. Bell-Park believes that this action will improve sales and earnings by making it possible to concentrate resources on core businesses.

5. Outlook

Bell-Park plans to record in FY2006 all expenses for the call center relocation and other actions to downsize the network business. There are no changes to the revised FY2006 consolidated and non-consolidated forecasts announced on January 9, 2007.

The FY2007 forecasts will be announced when Bell-Park announces FY2006 earnings.