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Bell-Park Co., Ltd.

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**Revisions to Consolidated and Non-consolidated Forecasts
for the First-half and Full-year of Fiscal Year Ending December 31, 2007**

Bell-Park Co., Ltd. hereby revises its forecasts of consolidated and non-consolidated operating results for the first-half and full-year of fiscal year ending December 31, 2007. These forecasts replace the forecasts released in the Consolidated and Non-consolidated Financial Results for the Fiscal Year Ended December 31, 2006 on February 15, 2007 as set forth below.

1. Revision to Consolidated Forecasts for the Fiscal Year Ending December 31, 2007

(1) First half (January 1, 2007 – June 30, 2007)

Yen in millions

		Net sales	Ordinary income	Net income
Previous forecast	(A)	13,800	790	395
Revised forecast	(B)	14,200	1,050	520
Increase/ (decrease)	(B – A)	400	260	125
Percentage change		2.9%	32.9%	31.6%

(2) Reasons for revision

In the mobile phone sales business, new sales in the first three months (up to March 2007) of the current year exceeded the previous forecast. This was largely driven by SoftBank Mobile's aggressive marketing strategies, which included continuous releases of various new models of various types of handsets and unconventional new pricing plans, plus our own sales efforts. These initiatives increased customer traffic through Bell-Park shops and lifted new sales. However, sales of upgraded handsets fell short of the target. In view of recent trends, Bell-Park has revised its first-half sales plan. The revised plan raises the new sales target by approximately 21% from the previous plan, but scales back the sales target of upgraded handsets by approximately 15%.

Bell-Park has reflected these changes into a revised consolidated first-half forecast that raises net sales forecast by 400 million yen, in consideration of higher new sales and lower upgraded handset sales.

Bell-Park now expects ordinary income to exceed its previous forecast by 260 million yen, the result of higher new sales, lower sales of upgraded handsets and a better-than-expected gross profit margin on new sales. We have also revised up the previous net income forecast by 125 million yen to reflect the factors cited above.

(3) Full year (January 1, 2007 – December 31, 2007)

Yen in millions

		Net sales	Ordinary income	Net income
Previous forecast	(A)	28,000	1,300	650
Revised forecast	(B)	28,800	1,700	830
Increase/ (decrease)	(B – A)	800	400	180
Percentage change		2.9%	30.8%	27.7%

Press Release

(4) Reasons for revision

Bell-Park is revising its consolidated full-year sales plan to reflect the factors noted in the section on the revision of first-half forecasts. The revised sales plan boosts the new sales target by approximately 28% from the previous forecast, but scales back the sales target of upgraded handsets by approximately 18% compared to the previous sales plan.

To reflect the factors noted above, Bell-Park has revised its consolidated full-year forecast of operating results upward as follows: Net sales are now expected to exceed the previous forecast by 800 million yen, ordinary income by 400 million yen and net income by 180 million yen.

(5) Ref: Consolidated results for the previous fiscal year (January 1, 2006 – December 31, 2006)

Yen in millions

	Net sales	Ordinary income	Net income
First half (January 1 - June 30, 2006)	11,610	363	194
Full year (January 1 - December 31, 2006)	24,356	1,087	557

2. Revision to Non-consolidated Forecasts for the Fiscal Year Ending December 31, 2007

(1) First half (January 1, 2007 – June 30, 2007)

Yen in millions

		Net sales	Ordinary income	Net income
Previous forecast	(A)	12,850	780	390
Revised forecast	(B)	13,250	1,040	515
Increase/ (decrease)	(B – A)	400	260	125
Percentage change		3.1%	33.3%	32.1%

(2) Reasons for revision

To reflect the factors noted in the section on the revision of consolidated forecasts, Bell-Park has revised its non-consolidated first-half forecast of operating results upward as follows: Net sales are now expected to exceed the previous forecast by 400 million yen, ordinary income by 260 million yen and net income by 125 million yen.

(3) Full year (January 1, 2007 – December 31, 2007)

Yen in millions

		Net sales	Ordinary income	Net income
Previous forecast	(A)	25,900	1,270	630
Revised forecast	(B)	26,700	1,670	810
Increase/ (decrease)	(B – A)	800	400	180
Percentage change		3.1%	31.5%	28.6%

(4) Reasons for revision

To reflect the factors noted in the section on the revision of consolidated forecasts, Bell-Park has revised its non-consolidated full-year forecast of operating results upward as follows: Net sales are now expected to exceed the previous forecast by 800 million yen, ordinary income by 400 million yen and net income by 180 million yen.

(5) Ref: Non-consolidated results for the previous fiscal year (January 1, 2006 – December 31, 2006)

Yen in millions

	Net sales	Ordinary income	Net income
First half (January 1 - June 30, 2006)	8,931	238	116
Full year (January 1 - December 31, 2006)	18,572	742	324