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**Bell-Park Co., Ltd.**

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Stock code: 9441

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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 "Revisions to Consolidated and Non-consolidated Forecasts for the First-half and Full-year of Fiscal Year Ending December 31, 2007" on April 10, 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)	14,200	1,050	520
Revised forecast	(B)	15,000	1,250	600
Increase/ (decrease)	(B – A)	800	200	80
Percentage change		5.6%	19.0%	15.4%
Ref: First half year ended June 2006		11,610	363	194

(2) Reasons for revision

In the mobile phone sales business, new sales in the first half of the current fiscal year (up to June 2007) exceeded the previous forecast by 7%. This was driven largely by SoftBank Mobile's aggressive marketing strategies, which included releases of various new models of various types of handsets and the Double White Plan, plus our own efforts. Furthermore, average unit price of mobile phones for new sales and upgrades was up 5%. In view of the factors cited above, Bell-Park now expects first-half net sales to exceed its sales previous forecast by 800 million yen, ordinary income by 200 million yen and net income by 80 million yen.

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

*Yen in millions*

		Net sales	Ordinary income	Net income
Previous forecast	(A)	28,800	1,700	830
Revised forecast	(B)	30,300	2,100	1,020
Increase/ (decrease)	(B – A)	1,500	400	190
Percentage change		5.2%	23.5%	22.9%
Ref: Fiscal year ended December 2006		24,356	1,087	557

(4) Reasons for revision

In the mobile phone sales business, Bell-Park expects new phone sales to exceed the previous forecast by 9%, lifted by the expected continuation of the current favorable sales of SoftBank Mobile's phones in the second half and the moving-up of the plans to open certain new SoftBank shops to the current fiscal year. To reflect the factors noted above, Bell-Park has revised its consolidated full-year forecasts of operating results as follows: Net sales are now expected to exceed the previous forecast by 1,500 million yen, ordinary income by 400 million yen and net income by 190 million yen.

**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)	13,250	1,040	515
Revised forecast	(B)	14,100	1,240	595
Increase/ (decrease)	(B – A)	850	200	80
Percentage change		6.4%	19.2%	15.5%
Ref: First half year ended June 2006		8,931	238	116

(2) Reasons for revision

To reflect the factors noted in the section on the revision of consolidated forecasts (1., (2)), 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 850 million yen, ordinary income by 200 million yen and net income by 80 million yen.

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

*Yen in millions*

		Net sales	Ordinary income	Net income
Previous forecast	(A)	26,700	1,670	810
Revised forecast	(B)	28,200	2,070	1,000
Increase/ (decrease)	(B – A)	1,500	400	190
Percentage change		5.6%	24.0%	23.5%
Ref: Fiscal year ended December 2006		18,572	742	324

(4) Reasons for revision

To reflect the factors noted in the section on the revision of consolidated forecasts (1., (4)), 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 1,500 million yen, ordinary income by 400 million yen and net income by 190 million yen.

\*Forecasts regarding future performance are based on judgments made in accordance with information available at the time this document was prepared. Actual results may differ significantly from these forecasts for a number of factors.