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Bell-Park Co., Ltd.

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Stock exchange listing: JASDAQ

Stock code: 9441

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SoftBank mobile phone sales agent agreements signed with Telec and Nissin

Bell-Park Co., Ltd. signed sales agent agreements today with Telec Co., Ltd. and Nissin Corporation for the purpose of expanding sales channels in the Kansai region for SoftBank mobile phones.

1. Reason for sales agent agreements

Most of Bell-Park's SoftBank mobile phone shops are located in the Kanto and Tokai regions. These sales agent agreements were signed to expand sales channels in the Kansai region. The agreements will make Telec, which operates seven Kansai area SoftBank Shops, and Nissin, which operates 13 Kansai area SoftBank Shops, secondary sales agents of Bell-Park. The agreements provide for the mutual utilization of expertise involving employee training and sales promotion. The objectives are to increase sales per shop and expand SoftBank mobile phone sales operations in the Kansai region.

2. Summary of Telec Co., Ltd. and Nissin Corporation

Telec Co., Ltd.

(1) Company name	Telec Co., Ltd.		
(2) Business	Mobile phone sales (operates seven SoftBank Shops) Operation of esthetic salons		
(3) Establishment	April 1983		
(4) Head office	5-7-25, Uehonmachi, Tennouji-ku, Osaka		
(5) Representative	Osanori Ito		
(6) Common stock	50 million yen (as of May 2007)		
(7) Employees	53 (as of May 2007)		
(8) Major shareholders	Osanori Ito	405 shares	(voting rights: 40.2%)
	Jun Ito	302 shares	(voting rights: 30.0%)
	Akinori Ito	200 shares	(voting rights: 19.9%)
	Yukiko Ito	60 shares	(voting rights: 5.9%)
	Chieko Ito	40 shares	(voting rights: 4.0%) (As of May 2007)
(9) Relationship	Representative Osanori Ito is the senior advisor of Bell-Park. There is no equity relationship.		

Press Release

Nissin Corporation

(1) Company name	Nissin Corporation
(2) Business	Wholesaling of coatings and chemicals. Mobile phone sales agent (operates 13 SoftBank Shops)
(3) Establishment	April 1949
(4) Head office	1-23, Nishinomiyahama Nishinomiya City, Hyogo
(5) Representative	Hisashige Aoki
(6) Common stock	10 million yen (as of August 2007)
(7) Employees	97 (as of August 2007)
(8) Major shareholders	Hisashige Aoki 178,200 shares (voting rights: 82.5%) Ritsuko Aoki 36,000 shares (voting rights: 16.6%) Michiko Kishi 1,800 shares (voting rights: 0.8%) (As of August 2007)
(9) Relationship	There is no equity or personnel relationships with Bell-Park.

3. Impact on earnings

These sales agent agreements will have a negligible effect on performance in 2007. Bell-Park will announce its FY2008 forecast with its FY2007 earnings announcement, which is scheduled for February 14, 2008.