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Bell-Park Co., Ltd.

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Stock exchange listing: JASDAQ

Stock code: 9441

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**Revisions to Consolidated and Non-consolidated Forecasts
for the Fiscal Year Ending December 31, 2007**

Bell-Park Co., Ltd. hereby revises its forecasts of consolidated and non-consolidated operating results for the 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 August 2, 2007 as set forth below.

**1. Revision to the Forecasts for the Fiscal Year Ending December 31, 2007
(January 1, 2007 – December 31, 2007)**

(1) Consolidated

Yen in millions

	Net sales	Operating income	Ordinary income	Net income
Previous forecast (A)	30,300	2,100	2,100	1,020
Revised forecast (B)	30,300	1,900	1,900	920
Increase/ (decrease) (B – A)	-	(200)	(200)	(100)
Percentage change	-	(9.5)%	(9.5)%	(9.8)%
Ref: Fiscal year ended December 2006	24,356	1,076	1,087	557

(2) Non-consolidated

Yen in millions

	Net sales	Operating income	Ordinary income	Net income
Previous forecast (A)	28,200	2,070	2,070	1,000
Revised forecast (B)	28,200	1,870	1,870	900
Increase/ (decrease) (B – A)	-	(200)	(200)	(100)
Percentage change	-	(9.7)%	(9.7)%	(10.0)%
Ref: Fiscal year ended December 2006	18,572	706	742	324

2. Reasons for revision

In the mobile phone sales business, effective from the current fourth quarter, the commission rate of SoftBank Mobile was lowered. At the same time heightened competition due mainly to an increase in the total number of SoftBank shops in the current fiscal year is likely to hurt unit sales per shop.

Affected by these factors we expect full-year operating income and ordinary income to decline by 200 million yen each, and net income to drop by 100 million yen. We are, however, not revising the sales forecast since we expect sales to get a boost from the planned opening of new stores in the Kansai region starting in the fourth quarter.

*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.