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Bell-Park Co., Ltd.

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Stock exchange listing: JASDAQ

Stock code: 9441

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VERTU to Open its First Directly-Operated Store in Ginza, Tokyo

Bell-Park acquired rights to distribute VERTU luxury mobile phones in Japan through independent stores under an agreement with VERTU on June 28, 2007. Following the conclusion of distributor agreement, Bell-Park, who has been working in cooperation with VERTU, had prepared for the opening of the first store, with a target date of autumn 2008. However, the original plan was amended, under a further agreement separately concluded between Bell-Park and VERTU: the new store will now be positioned as a flagship store, in a much larger scale than its original plan, and is scheduled to open in the end of 2008. The store will also be directly operated by VERTU.

VERTU plans to open additional stores in Japan, following the opening of the Ginza Flagship Store. The operational format of these stores, whether they are directly managed by VERTU or operated by Bell-Park, will be decided through negotiations with VERTU. Bell-Park will release details of new VERTU stores to be operated by Bell-Park as soon as they are confirmed.

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