

October 29, 2010

Bell-Park Co., Ltd.

President & CEO: Takeru Nishikawa

Stock exchange listing: JASDAQ

Stock code: 9441

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**Notice of the Revision of the Dividend Forecast
(Dividend for Commemorating the 10th Anniversary of Listing)**

Bell-Park Co., Ltd. announced that it decided to revise the dividend forecast per share for the current term, at the meeting of the board of directors held on October 29, 2010, as follows:

1. Reason for the Revision

Bell-Park Co., Ltd. marked the 10th anniversary of listing on May 25, 2010. We would like to express our heartfelt thanks to shareholders and other stakeholders for supporting us, by adding the dividend for commemorating the 10th anniversary worth 1,000 yen per share to the ordinary dividend worth 2,600 yen per share. Namely, we plan to pay the term-end dividend totaling 3,600 yen per share for the fiscal year ending December 31, 2010. This will be described at the regular general meeting of shareholders scheduled in March 2011.

2. Details of the Revision

Record date	Dividends per share				
	1Q-end	2Q-end	3Q-end	Year-end	Annual
Previous forecast (announced on February 10, 2010)	<i>Yen</i> —	<i>Yen</i> 0.00	<i>Yen</i> —	<i>Yen</i> 2,600.00	<i>Yen</i> 2,600.00
Revised forecast	—	0.00	—	3,600.00 (Ordinary: 2,600.00) (Commemorative : 1,000.00)	3,600.00 (Ordinary: 2,600.00) (Commemorative : 1,000.00)
Current fiscal-year results (Year ending Dec. 31, 2010)	—	0.00	—	—	—
Previous fiscal-year results (Year ended Dec. 31, 2009)	—	0.00	—	2,600.00	2,600.00