

December 27, 2010

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

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Stock exchange listing: JASDAQ

Stock code: 9441

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**Notice of the commencement of the distributing agency business  
for WILLCOM PHS terminals**

Bell-Park Co., Ltd. announced that it decided to start a new business as described below at the meeting of the board of directors held on December 27, 2010.

**1. Overview of the commencement of the business**

Bell-Park Co., Ltd. makes efforts to improve business performance by expanding sales channels and increasing sales quantity, as exclusive distributors for SOFTBANK mobile phones.

WILLCOM, Inc. has become an affiliated communications company of the SOFTBANK Group, and so the Company will strengthen the relation with the SOFTBANK Group and improve our performance by signing a distributorship contract with WILLCOM, Inc. and promoting the sales of WILLCOM PHS terminals utilizing the selling capacity.

**2. Outline of the new business**

As a distributor for WILLCOM, Inc., we will open WILLCOM Plaza, sell WILLCOM PHS terminals and offer other services at the store, and wholesale WILLCOM PHS terminals to secondary distributors.

**3. Expenses and contents of the commencement of the business**

The number of WILLCOM Plaza stores is still to be determined. The cost for opening a store is as small as about 5 million yen, and so its effect on our business performance for the first year (year ending December 31, 2011) will be small.

**4. Schedule**

Resolution at the meeting of the board of directors: December 27, 2010

Commencement of the business (plan): January 2011

**5. Future outlook**

This new business is scheduled to be started on a full-scale basis in January 2011, and so this does not produce any effects on the business performance for the current term (year ending December 2010.) In addition, its effect on the performance for the next term (year ending December 2011) will be small.