

PARCO Co., Ltd. Announces December 2010 Figures for “Integrated Sales” for Each Store

“Integrated sales” is a comprehensive total of the following sales categories which demonstrates the overall sales capability of the store.

(1) Net sales by tenants

(2) Sales at PARCO Theater and other facilities

(3) Sales to tenants under fixed rent contracts

In the company’s annual statement of accounts, sales at PARCO Theater and other facilities are included in “Own sales.”

Sales to tenants under fixed rent contracts are not included in the annual statement, as only rents received are included in “Other operating revenue.”

■ Integrated Sales by Store (YoY change %)

	Dec-10
Sapporo	(5.8)
Sendai	7.8
Utsunomiya	(12.3)
Shin-Tokorozawa	3.3
Urawa	10.0
Ikebukuro	(1.2)
Shibuya	(16.0)
Hibarigaoka	0.1
Kichijoji	(13.1)
Chofu	(3.2)
Tsudanuma	(3.0)
Chiba	0.6
Matsumoto	0.1
Shizuoka	8.7
Nagoya	0.5
Otsu	(14.1)
Shinsaibashi	0.4
Hiroshima	2.3
Fukuoka	-
Oita	(13.5)
Kumamoto	(0.9)
Total Stores	3.0
Existing Stores	(1.5)

■ Sales by Merchandise Category (YoY change %)

Merchandise category	Dec-10	Existing Stores
Clothing	3.8	(0.3)
Personal effects	4.8	(1.4)
Sundries	1.9	(3.0)
Restaurants	(0.4)	(6.0)
Foods	1.1	1.8
Others	1.4	(4.8)
Total	3.0	(1.5)

* Existing store total excludes the figures for Hibarigaoka PARCO’s NosVos by PARCO annex, which closed on February 28, 2010, and Fukuoka PARCO, which opened on March 19, 2010.

* 1 The year-on-year comparison for Hibarigaoka PARCO excludes the figures for the NosVos by PARCO annex, which closed on February 28, 2010.

* 2 Fukuoka PARCO opened on March 19, 2010.

■ Total Integrated Sales Results of All Stores: YoY change %

Fiscal 2010	March	April	May	June	July	August
Total Stores	(1.7)	0.4	1.1	1.5	(0.4)	0.9
Existing Stores	(5.9)	(5.9)	(4.8)	(3.5)	(5.1)	(4.6)
Fiscal 2010	September	October	November	December	January	February
Total Stores	(4.2)	4.2	1.7	3.0	-	-
Existing Stores	(8.8)	0.0	(2.6)	(1.5)	-	-

* Comparison for each month with stores (buildings) generating business results in the same month of the previous year.

* Existing store total excludes the figures for Hibarigaoka PARCO’s NosVos by PARCO annex, which closed on February 28, 2010, and Fukuoka PARCO, which opened on March 19, 2010.