

PARCO Co., Ltd. Announces February 2011 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 %)

	Feb-11
Sapporo	10.5
Sendai	7.9
Utsunomiya	(11.0)
Shin-Tokorozawa	3.7
Urawa	14.1
Ikebukuro	3.9
Shibuya	(6.4)
Hibarigaoka	6.8
Kichijoji	(18.6)
Chofu	2.6
Tsudanuma	1.6
Chiba	0.2
Matsumoto	(1.2)
Shizuoka	8.0
Nagoya	(1.3)
Otsu	(9.1)
Shinsaibashi	(0.4)
Hiroshima	1.9
Fukuoka	- ^{*2}
Oita	- ^{*3}
Kumamoto	(3.9)
Total Stores	4.3
Existing Stores	1.5

Sales by Merchandise Category (YoY change %)

Merchandise category	Feb-11	Existing Stores
Clothing	0.7	(1.6)
Personal effects	10.0	4.5
Sundries	5.5	3.3
Restaurants	0.9	(3.9)
Foods	0.4	1.6
Others	13.3	9.4
Total	4.3	1.5

* Existing store total excludes the figures for Hibarigaoka PARCO's NosVos by PARCO annex, which closed on Feb. 28, 2010, Fukuoka PARCO, which opened on Mar. 19, 2010, and Oita PARCO, which closed on Jan. 31, 2011.

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

* 2 Fukuoka PARCO opened on Mar. 19, 2010.

* 3 Oita PARCO closed on Jan. 31, 2011.

Total Integrated Sales Results of All Stores

(YoY change %)

FY2010	Mar	Apr	May	Jun	Jul	Aug
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)
FY2010	Sept	Oct	Nov	Dec	Jan	Feb
Total Stores	(4.2)	4.2	1.7	3.0	2.4	4.3
Existing Stores	(8.8)	0.0	(2.6)	(1.5)	(2.0)	1.5

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

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