

PARCO Co., Ltd. Announces February 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 %)

	Feb-10
Sapporo	0.1
Sendai	4.9
Utsunomiya	(7.0)
Shin-Tokorozawa	(10.6)
Urawa	(0.6)
Ikebukuro	(5.9)
Shibuya	(6.8)
Hibarigaoka	4.4
Kichijoji	(6.0)
Chofu	(3.2)
Tsudanuma	(7.4)
Chiba	(9.2)
Matsumoto	(8.4)
Shizuoka	4.9
Nagoya	(4.3)
Otsu	(14.4)
Shinsaibashi	3.0
Hiroshima	(6.3)
Oita	(4.6)
Kumamoto	(2.3)
Total Stores	(4.1)

*1 Sendai PARCO opened on August 23, 2008.

■ Sales by Merchandise Category (YoY change %)

Merchandise category	Feb-10
Clothing	(1.6)
Personal effects	(7.0)
Sundries	(3.8)
Restaurants	(5.6)
Foods	0.6
Others	(11.3)
Total	(4.1)

Figures include tenants under fixed rent contracts.

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

Fiscal 2009	March	April	May	June	July	August
Total Stores	(7.0)	(4.5)	(2.0)	(6.3)	(6.2)	(9.1)
Existing Stores (1)	(9.6)	(7.0)	(5.1)	-	-	-
Existing Stores (2)	(10.3)	(7.7)	(5.5)	(9.6)	(9.6)	(10.2)
Fiscal 2009	September	October	November	December	January	February
Total Stores	(5.2)	(11.5)	(11.9)	(6.0)	(7.6)	(4.1)

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

Notes: 1. Existing Stores (1) does not include Sendai PARCO (opened August 23, 2008).

After adjustment for sales in the previous year at Shibuya PARCO Quattro (merchandise floors closed at the end of May 2008).

2. Existing Stores (2) is prior to adjustment for sales in the previous year at Shibuya PARCO Quattro.