

The new brand **g.u.** to finally get underway!

First store to open on Friday, October 13, 2006 in Daiei Minami Gyotoku store.

G.U. CO., LTD will begin launching its "g.u." family casual brand of clothing this autumn. G.U. CO., LTD.(located in Chiyoda-ku, Tokyo, capital: ¥0.45bln, business representative: Shuichi Nakajima) is a fully-owned subsidiary of FAST RETAILING CO., LTD..

The first g.u. outlet will open on Friday, October 13, 2006 in Daiei Minami Gyotoku store, Chiba prefecture. We plan to open 25 stores within by end 2006 including the first store in Daiei Minami Gyotoku store.

The brand name 'g.u.' sounds like the Japanese word 'jiyu' or 'free' so the brand incorporates the message to wear with ease the clothes that make you most comfortable.

The logo expresses that the brand is born out of the FAST RETAILING family. It's font expresses 'fun movement' and the green color expresses 'nature and kind grace'

The g.u. brand offers a trend-conscious fashion taste, it offers an impressive variation in design to suit a broad range of customers, it represents a fashion that can be enjoyed by the whole family. The g.u. stores speak of cleanliness and a natural environment, the brand's low price makes it easier to buy, and the brand's quality provides peace of mind.

We plan to open 25 g.u. stores in the autumn/winter of 2006 and a further 25 stores in the spring/summer of 2007. Thereafter, we expect to expand the store network at a pace of approximately 50 stores each business year.

The standard g.u. store will constitute a shop floor of around 660 square meters with 20-30 personnel of which 2 or 3 will be full-time employee. The majority of the new stores will be outlets within other large stores, or stand alone roadside stores. Inside the stores, we shall be

offering a colorful display but with white as the dominant theme to play on the concept of 'fun'. The stores will seek to attract through styling, using a variety of mannequins and posters. The clothes will be displayed mainly on hanging racks for easy viewing and to create a comfortable shopping environment.

In terms of sales targets, we are looking to achieve ¥10.0bln in the first year to August 2007, and ¥45.0bln in the third year to August 2009.



## General information:

Brand name	: g.u. ('jiyu')
First store opening	: 10.00 am, Friday, October 13, 2006
Operating hours	: 10.00 – 21.00
Shop floor size	: 475 square meters (an in-shop outlet)
Address	: 2F, Daiei Minami Gyotoku store, 2-20-25 Minami
Main products	: Gyotoku, Ichikawa City, Chiba Prefecture A full range of clothing from outer to inner wear
Price range (including tax)	: Targeted at families with parents in their late 20s, Early 30s. Cut & sew/490 – 1,890 yen Sweaters/ 890 – 2,990 yen Bottoms/1,490 – 2,990 yen