

Monthly Report (July 2009 to June 2010)

(July 2009 to June 2010)			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
All Stores	Net Sales	(yoy %)	102.3%	104.2%	106.2%	108.3%	103.7%	106.9%	109.6%	105.3%	105.2%	106.4%	102.1%	103.8%	105.7%
	Number of All Stores	(stores)	157	157	157	158	159	160	160	161	161	161	162	162	162
Existing Stores	Net Sales	(yoy %)	97.0%	97.5%	99.2%	100.5%	95.2%	99.0%	100.8%	99.1%	98.8%	100.6%	96.5%	97.8%	98.5%
	* Number of Customers	(yoy %)	104.4%	105.8%	106.9%	107.2%	103.2%	105.6%	107.2%	103.2%	101.3%	101.4%	98.9%	100.4%	103.8%
	* Number of Unit Price per Customers	(yoy %)	92.9%	92.2%	92.8%	93.8%	92.3%	93.8%	94.0%	96.0%	97.5%	99.2%	97.5%	97.4%	94.9%
	Number of Existing Stores	(stores)	144	144	144	145	145	146	146	146	149	149	149	149	149
Breakdown Sales by Products	Home electrical appliances	(yoy %)	86.5%	86.7%	90.3%	93.6%	90.1%	102.5%	97.3%	95.8%	103.2%	100.7%	95.6%	92.3%	95.7%
	Miscellaneous household goods	(yoy %)	105.9%	109.4%	109.1%	111.6%	106.0%	110.7%	113.0%	108.3%	106.9%	109.0%	104.3%	107.4%	109.1%
	Foods	(yoy %)	120.1%	120.1%	121.7%	122.4%	118.0%	118.4%	117.5%	109.5%	106.1%	107.6%	101.4%	104.0%	113.2%
	Watches & Fashion merchandise	(yoy %)	96.5%	96.1%	98.5%	102.1%	97.0%	99.1%	105.9%	102.4%	101.3%	106.5%	102.3%	103.1%	101.3%
	Sporting goods & Leisure goods	(yoy %)	98.6%	106.3%	109.3%	107.1%	102.8%	105.1%	109.6%	103.0%	106.2%	103.9%	105.3%	107.4%	105.4%
	Others	(yoy %)	115.7%	120.9%	119.8%	115.4%	120.0%	119.6%	148.0%	134.6%	139.3%	109.6%	117.5%	134.9%	122.2%

(July 2008 to June 2009)			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
All Stores	Net Sales	(yoy %)	112.6%	110.4%	106.3%	108.8%	109.9%	101.9%	102.1%	104.3%	102.6%	101.2%	103.9%	100.3%	105.9%
	Number of All Stores	(stores)	148	147	147	146	147	146	146	149	149	150	150	150	150
Existing Stores	Net Sales	(yoy %)	103.0%	101.4%	98.1%	101.8%	104.9%	98.2%	99.8%	100.4%	100.5%	98.8%	102.1%	98.6%	100.5%
	* Number of Customers	(yoy %)	104.1%	101.0%	99.6%	103.8%	106.9%	103.6%	104.1%	105.2%	105.2%	105.9%	108.9%	106.0%	104.5%
	* Number of Unit Price per Customers	(yoy %)	99.0%	100.3%	98.4%	98.1%	97.1%	94.8%	95.8%	95.4%	95.5%	93.3%	93.7%	93.1%	96.2%
	Number of Existing Stores	(stores)	123	127	127	127	129	132	138	139	139	141	143	144	144
Breakdown Sales by Products	Home electrical appliances	(yoy %)	105.4%	103.1%	98.6%	96.1%	97.1%	92.0%	90.2%	93.6%	90.1%	82.9%	85.7%	83.2%	95.2%
	Miscellaneous household goods	(yoy %)	112.7%	111.4%	106.9%	113.3%	114.9%	106.7%	106.3%	106.6%	104.1%	104.8%	110.4%	103.9%	109.8%
	Foods	(yoy %)	122.8%	123.5%	119.1%	122.8%	126.2%	120.1%	118.6%	123.4%	121.3%	119.5%	121.3%	115.2%	120.8%
	Watches & Fashion merchandise	(yoy %)	109.9%	108.9%	103.3%	103.9%	103.7%	95.3%	95.8%	93.1%	95.1%	93.6%	95.1%	94.2%	100.0%
	Sporting goods & Leisure goods	(yoy %)	115.2%	101.6%	99.4%	105.0%	104.7%	102.2%	100.7%	104.4%	99.8%	103.4%	103.8%	100.4%	104.1%
	Others	(yoy %)	107.2%	112.2%	111.1%	112.3%	111.0%	104.0%	103.1%	108.2%	108.9%	117.6%	107.7%	107.0%	110.4%

1. We were embraced many sunny days in the first half of June, while there are rainy and high-temperature days nationwide in the latter half of June because the rainy season started from western Japan.
2. We change the sales-promotion method mainly by reducing advertisement significantly amid this economic recovery trend. The sales trend of June is similar to that of May. Although sales growth of existing stores fell by 2.2%, reviewing and changing product lineups produced new demand. Thanks to these efforts, we achieved an increase in profit, marked 1.2pt gross margin rate improvement and 2.4% increase on the amount of gross margin.
3. Sales situation by product category, seasonal products went well as the temperature rose. In addition, the sales of World Cup tournament goods and health appliances were stonger than we expected, while products for outdoor activities struggled due to bad weather.
4. 2 New store openings in July: Ikebukuro Higashi-guchi Ekimae store (Toshima ward, Tokyo) will open in the middle of July which will be located in front of JR Ikebukuro station. Todoroki store (Setagaya ward, Tokyo) will open in the end of July along Meguro street.
1 Conversion store in July: MEGA Don Quijote Tomakomai store (Hokkaido) opened July 2nd as a conversion store from Nagasakiya.

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