



May10, 2010

For Immediate Release

Company Name: Backs Group Inc.
Code number: 4306 JASDAQ
Head Office: 1-19-19 Ebisu, Shibuya-ku, Tokyo
Representative: Okada Tsutomu, President

Notice of April Sales Data for Fiscal Year 2011

Backs Group Inc. announces its rate of change in consolidated sales for the month of, April fiscal year 2011 (ending March 31, 2011), against the same month of the previous fiscal year, and the against the cumulative total during the fiscal year to date.

Rate of change in consolidated sales, against the same month of the previous fiscal year, and the cumulative change during the fiscal year to date:

(%)

| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Month-on-Month | -7.2 | | | | | | | | | | | |
| Fiscal Year to Date | -7.2 | | | | | | | | | | | |

Note: Sales figures have not been audited, so rates may differ from those shown in the interim or year-end financial result summaries.