



August 9, 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 July Sales Data for Fiscal Year 2011

Backs Group Inc. announces its rate of change in consolidated sales for the month of, July 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	-4.2	-4.6	1.0								
Fiscal Year to Date	-7.2	-5.7	-5.3	-3.8								

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