

BOOKOFF Shirokanedai Store: Now a major carrier of International books of BOOKOFF Japan

SHIROKANEDAI, Tokyo, Aug. 8th, 2008-- BOOKOFF Corporation (HQ: SAGAMIHARA, Kanagawa; President: Hiroshi Sato) has launched a new project featuring an expanded International book section in BOOKOFF Shirokanedai Store. Now handling over 40,000 International books, our company will drive forward to build an even stronger bond with the community.

【Project Outline】

BOOKOFF Shirokanedai Store will be the major carrier of International books compared to any other BOOKOFF stores in Japan. 40,000 English books available on shelves, this is roughly 10 times larger than the amount of International books handled before the remodeling in early August.

We currently carry various kinds of books from novels to business-related books, and magazines to children's books. Turning 80-tsubo (198.347m²) of a 200-tsubo (661.157m²)-store into an International book section was never done in our BOOKOFF Japan stores, but we are in the process of working together with BOOKOFF U.S.A. to directly import English books that have been sold to our U.S. stores. We also plan to import French books from BOOKOFF Paris Quatre Septembre Store. Regardless of the area's race or nationality, our goal is to become a key infrastructure to the community, and to exercise "Sutenai hito no BOOKOFF (BOOKOFF for the people against wasting goods)".



【Project Background】

About 22,000 of the Minato ku residents (over 10%) hold an overseas citizenship, and the same ratio applies for the guests who shop at Shirokanedai Store. With the advantage of having numerous embassies and consulates located in the area, we believe that there will be a solid demand on International books.

The International books will be sold starting from prices as low as 200 yen. Since most of the books sold in our store are secondhand, we are able to lower 30-50% less expensive in price compared to brand new International books that are sold in other bookstores in Japan. We also buy International books from guests to expand our variety in books.

【About BOOKOFF Shirokanedai Store/BOOKOFF Café Shirokanedai Store】

Opened on September 28th, 2007, it is a little rare and unique case for BOOKOFF to co-run a café with a secondhand bookstore. The store interiors are thoughtfully designed to create a "relaxing place to read a book and enjoy a cup of gourmet coffee" as its main concept. Freshly baked bread and light meals are made everyday to go along with delicious coffee and tea, and guests can shop for café-related goods and collectible stationeries too. The café also gains the support of locals by hosting events like in-store live music, coffee/tea seminar, and children's book story times.

BOOKOFF Shirokanedai Store (1st floor & basement floor)

Store hours: 10:00-22:00

Tel: 03-5475-5696

URL: <http://www.bookoff.co.jp/shop/shop2368.html>

BOOKOFF Café Shirokanedai Store (1st floor)

Store hours: 8:30-21:30

Tel: 03-5475-5698

URL: <http://r.gnavi.co.jp/p469400/>

Store address: 4-3-19 Shirokanedai, Minato ku Tokyo



【Contact】

Ogawa and Yonemoto

Corporate Communication Department

BOOKOFF Corporation

Email: ccinfo@bookoff.co.jp Tel: 042-769-1511