

Dec. 3, 2003

NOVEMBER ESTIMATED NON-CONSOLIDATED
MONTHLY SALES OF ITO EN
(FOR THE FISCAL YEAR ENDING APRIL 30, 2004)

The estimated non-consolidated monthly sales of ITO EN is released as below.

< Monthly : November 1, 2003 ~ November 30, 2003 >

< Total : May 1, 2003 ~ November 30, 2003 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		11.8	10.3		
Tea Leaves		-6.0	1.6		
Drinks		14.3	11.2	13.5	11.5
Breakdown of Drinks	Japanese Tea	18.1	18.1	18.7	17.8
	<i>Oi Ocha</i>	15.7	15.6	17.4	16.4
	Chinese Tea	-14.3	-17.1	-4.3	-8.9
	Vegetable	15.7	2.8	13.4	4.4
	Fruit	6.0	2.2	0.8	5.1
	Coffee	-3.6	5.2	-12.7	0.5
	Black Tea	-20.5	-8.8	-24.9	-12.5
	Carbonated	95.3	-7.2	161.1	2.6

Note 1: Volume Base of Tea Leaves is not disclosed because it is impossible to account for the numerous different types of packaging material used for Tea Leave based products.

Note 2: Amounts are estimated and therefore may vary from actual figures.