

Jan. 6, 2005

DECEMBER ESTIMATED NON-CONSOLIDATED
MONTHLY SALES OF ITO EN
(FOR THE FISCAL YEAR ENDING APRIL 30, 2005)

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

< Monthly : Dec. 1, 2004 ~Dec. 31, 2004 >

< Total : May 1, 2004 ~ Dec. 31, 2004 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		9.1	11.2		
Tea Leaves		0.0	-1.1		
Drinks		10.6	12.8	11.0	12.4
Breakdown of Drinks	Japanese Tea	10.3	16.0	11.4	14.7
	<i>Oi Ocha</i>	9.6	16.4	10.0	14.9
	Chinese Tea	8.1	3.4	3.1	2.8
	Vegetable	48.4	20.6	48.7	21.9
	Fruit	-11.5	-5.3	-15.2	-4.5
	Coffee	6.1	4.7	6.5	2.5
	Black Tea	4.5	7.7	3.7	6.4
	Functional	-16.4	8.0	-5.9	13.3

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 Leaves based products.

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