

Sep. 6, 2004

**AUGUST 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 : Aug. 1, 2004 ~Aug. 31, 2004 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		8.9	14.8		
Tea Leaves		-8.8	-4.6		
Drinks		10.5	17.1	10.0	16.4
Breakdown of Drinks	Japanese Tea	11.1	20.7	10.6	19.3
	<i>Oi Ocha</i>	11.3	22.0	9.6	20.0
	Chinese Tea	2.5	6.9	9.1	7.7
	Vegetable	9.4	12.9	8.5	13.8
	Fruit	9.2	-1.8	7.8	1.1
	Coffee	11.4	14.8	5.5	11.3
	Black Tea	3.8	12.6	-0.8	10.1
	Functional	22.1	31.7	20.5	35.1

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.