

Oct. 7, 2004

SEPTEMBER 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 : Sep. 1, 2004 ~Sep. 30, 2004 >

< Total : May 1, 2004 ~ Sep. 30, 2004 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		3.8	12.5		
Tea Leaves		-5.4	-4.7		
Drinks		3.9	14.3	3.9	13.6
Breakdown of Drinks	Japanese Tea	9.5	18.3	8.3	16.8
	<i>Oi Ocha</i>	9.8	19.2	8.1	17.2
	Chinese Tea	-11.1	2.6	-8.8	3.5
	Vegetable	2.5	10.1	4.6	11.3
	Fruit	-1.0	-1.8	-7.1	-0.3
	Coffee	-13.7	8.8	-16.8	5.1
	Black Tea	-1.8	9.2	0.2	7.8
	Functional	16.4	28.2	21.7	31.8

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.