

Dec. 2, 2004

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

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

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

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		6.3	11.5		
Tea Leaves		1.3	-2.3		
Drinks		7.2	13.2	6.8	12.4
Breakdown of Drinks	Japanese Tea	11.2	17.0	9.3	15.3
	<i>Oi Ocha</i>	11.3	17.8	10.1	16.1
	Chinese Tea	1.9	2.2	0.5	2.4
	Vegetable	29.0	13.3	30.9	14.6
	Fruit	-16.7	-4.2	-21.2	-3.4
	Coffee	-19.2	3.2	-21.3	0.1
	Black Tea	-4.0	7.2	-3.9	5.9
	Functional	5.5	24.5	11.6	26.9
	Others	-7.8	19.9	-4.9	20.0

Note : 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 Leaf based products.