

Dec. 2, 2004

NOVEMBER 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 : Nov. 1, 2004 ~Nov. 30, 2004 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		11.6	11.5		
Tea Leaves		1.8	-1.8		
Drinks		12.8	13.1	14.1	12.6
Breakdown of Drinks	Japanese Tea	15.2	16.8	14.7	15.2
	<i>Oi Ocha</i>	15.1	17.4	13.5	15.7
	Chinese Tea	9.7	2.9	6.5	2.8
	Vegetable	45.8	17.1	46.4	18.3
	Fruit	-6.3	-4.4	1.6	-2.8
	Coffee	8.0	4.0	10.0	1.5
	Black Tea	13.1	8.0	13.2	6.9
	Functional	-38.0	12.8	-26.8	17.2

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.