

Feb. 4, 2005

JANUARY 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 : Jan. 1, 2005 ~ Jan. 31, 2005 >

< Total : May 1, 2004 ~ Jan. 31, 2005 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		7.2	10.9		
Tea Leaves		3.9	-0.6		
Drinks		7.2	12.5	8.3	12.0
Breakdown of Drinks	Japanese Tea	9.3	15.7	9.7	14.4
	<i>Oi Ocha</i>	9.2	16.0	8.8	14.6
	Chinese Tea	-1.3	2.9	-1.9	2.3
	Vegetable	36.7	21.4	33.9	22.4
	Fruit	-9.3	-5.3	-5.2	-4.0
	Coffee	-1.5	3.8	-2.7	1.8
	Black Tea	8.3	7.6	8.6	6.2
	Functional	-9.5	6.3	-3.2	11.7

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.