

August 4, 2006

JULY ESTIMATED NON-CONSOLIDATED
MONTHLY SALES OF ITO EN
(FOR THE FISCAL YEAR ENDING APRIL 30, 2007)

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

< Monthly : July 1, 2006 ~ July 31, 2006 >

< Total : May 1, 2006 ~ July 31, 2006 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		2.8	6.0		
Tea Leaves		1.2	4.2		
Drinks		2.8	6.2	4.4	8.2
Breakdown of Drinks	Japanese Tea	0.9	5.9	4.2	8.8
	<i>Oi Ocha</i>	0.2	6.6	2.9	9.1
	Chinese Tea	5.0	-6.3	3.1	-0.8
	Vegetable	16.2	10.2	16.9	12.1
	Fruit	-7.4	4.5	-7.9	2.5
	Coffee	7.5	6.9	7.8	8.6
	Black Tea	-14.2	-8.7	-14.1	-9.7
	Functional	2.4	4.2	3.4	5.6

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.