

October 6, 2006

SEPTEMBER 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 : September 1, 2006 ~ September 30, 2006 >

< Total : May 1, 2006 ~ September 30, 2006 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		0.4	5.0		
Tea Leaves		4.6	3.4		
Drinks		0.0	5.2	0.1	6.6
Breakdown of Drinks	Japanese Tea	-2.9	3.5	-3.1	5.4
	<i>Oi Ocha</i>	-2.0	3.3	-2.6	5.2
	Chinese Tea	-20.6	-8.6	-10.5	-3.0
	Vegetable	15.6	13.6	17.6	15.3
	Fruit	4.7	6.2	1.9	5.3
	Coffee	4.4	6.9	4.0	8.4
	Black Tea	-10.2	-9.1	-11.2	-10.6
	Functional	12.1	10.4	13.0	11.6

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.