

December 4, 2006

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

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

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

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		2.8	4.6		
Tea Leaves		-2.5	2.5		
Drinks		3.6	5.0	4.1	6.3
Breakdown of Drinks	Japanese Tea	-2.3	2.5	-0.7	4.4
	<i>Oi Ocha</i>	-1.3	2.4	-0.8	4.1
	Chinese Tea	8.5	-6.2	-1.9	-2.9
	Vegetable	14.9	14.0	18.2	16.1
	Fruit	2.0	5.6	-2.2	4.1
	Coffee	16.6	8.8	22.2	11.1
	Black Tea	-10.5	-9.0	-13.1	-10.6
	Functional	33.5	13.9	36.2	15.5

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 Leave based products.