

1 Results of Operations

2 Category Results (Non-Consolidated)

3 Trends in Sales Performance by Container (Non-Consolidated)

4 Non-Alcoholic Beverage Market Condition

5 Green Tea Beverages

6 Vegetable Beverages

**Announcement of the First Quarter Financial Results
for the Year Ended April 30, 2007: Supplementary Materials**

September 2006

1. RESULTS OF OPERATIONS

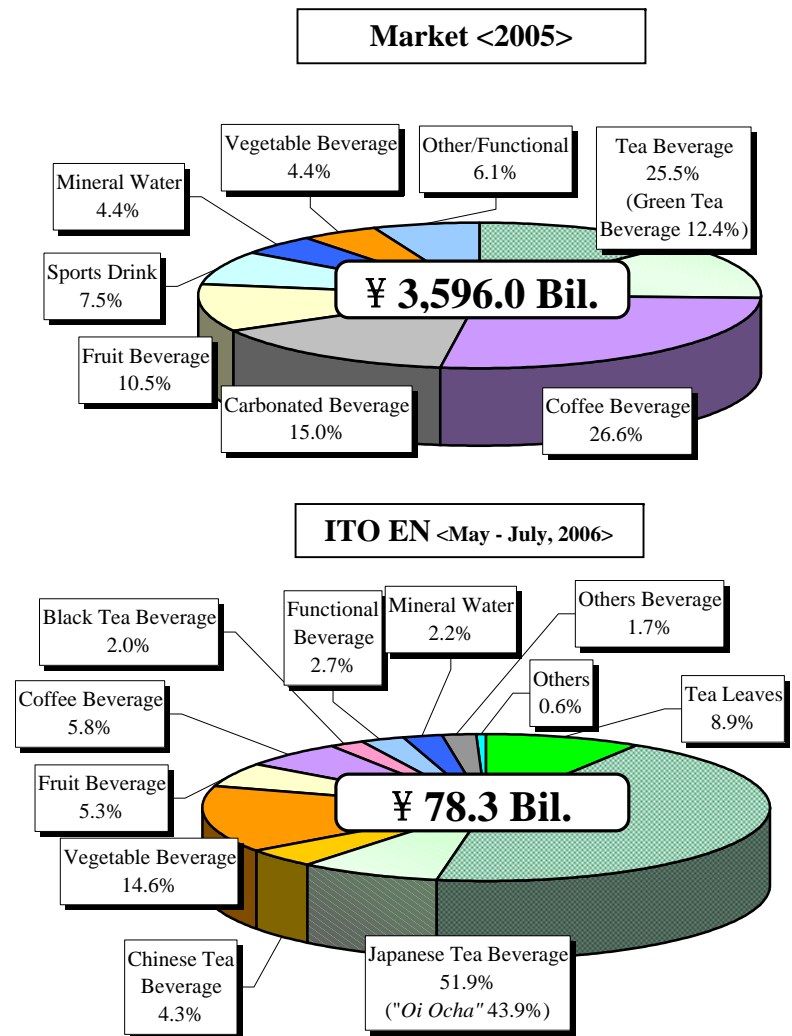
		First Quarter Totals (May-July)			Midterm Totals		Yearly Totals	
		For the Year Ended Apr. 30, 2006	For the Year Ended Apr. 30, 2007		For the Year Ending Apr. 30, 2007 (Est.)		For the Year Ending Apr. 30, 2007 (Est.)	
		¥ Millions	¥ Millions	YOY % Change	¥ Millions	YOY % Change	¥ Millions	YOY % Change
Consolidated	Net Sales	74,900	79,901	6.7%	165,067	6.8%	308,500	7.1%
	Gross Profit	37,567	40,782	8.6%	84,240	7.7%	157,143	7.6%
	Selling, General and Administrative Expenses	33,278	36,038	8.3%	71,459	7.9%	134,443	7.6%
	Operating Income	4,289	4,744	10.6%	12,781	6.4%	22,700	7.8%
	Ordinary Income	4,198	4,757	13.3%	12,605	6.0%	22,300	8.6%
	Extraordinary Expenses and Income	50	21	-	-12	-	-50	-
	Net Income	2,262	2,588	14.4%	7,335	7.1%	12,700	8.7%
	E P S	¥ 25.30	¥ 29.06		¥ 82.33		¥ 142.55	
Non-Consolidated	Net Sales	73,823	78,324	6.1%	162,204	6.5%	302,500	6.6%
	Operating Income	4,133	4,574	10.7%	12,460	5.4%	22,000	5.7%
	Ordinary Income	4,347	4,958	14.1%	12,575	4.8%	21,880	6.5%
	Net Income	2,508	2,889	15.2%	7,500	5.3%	12,660	5.0%
	Cash Dividends per Share	-	-		¥ 22		¥ 44	
	E P S	¥ 28.05	¥ 32.44		¥ 84.18		¥ 142.10	

On March 1, 2006, ITO EN implemented a two-for-one stock split. EPS figures have been adjusted retroactively to reflect the stock split.

2. CATEGORY RESULTS (Non-Consolidated)

		First Quarter Totals (May-July)		
		For the Year Ended Apr. 30, 2006	For the Year Ended Apr. 30, 2007	
		¥ Millions	¥ Millions	YOY % Change
Net Sales		73,823	78,324	6.1%
Breakdown	Tea Leaves	6,674	6,947	4.1%
	Drinks	66,584	70,881	6.5%
	Others	564	495	-12.2%
Drinks	Japanese Tea	38,389	40,688	6.0%
	<i>Oi Ocha</i>	32,267	34,358	6.5%
	Chinese Tea	3,599	3,368	-6.4%
	Vegetable	10,337	11,402	10.3%
	Fruit	3,888	4,118	5.9%
	Coffee	4,224	4,545	7.6%
	Black Tea	1,670	1,533	-8.2%
	Functional	2,009	2,114	5.2%
	Mineral Water	837	1,746	108.6%
	Others	1,627	1,363	-16.2%

ITO EN and Market Sales Breakdown



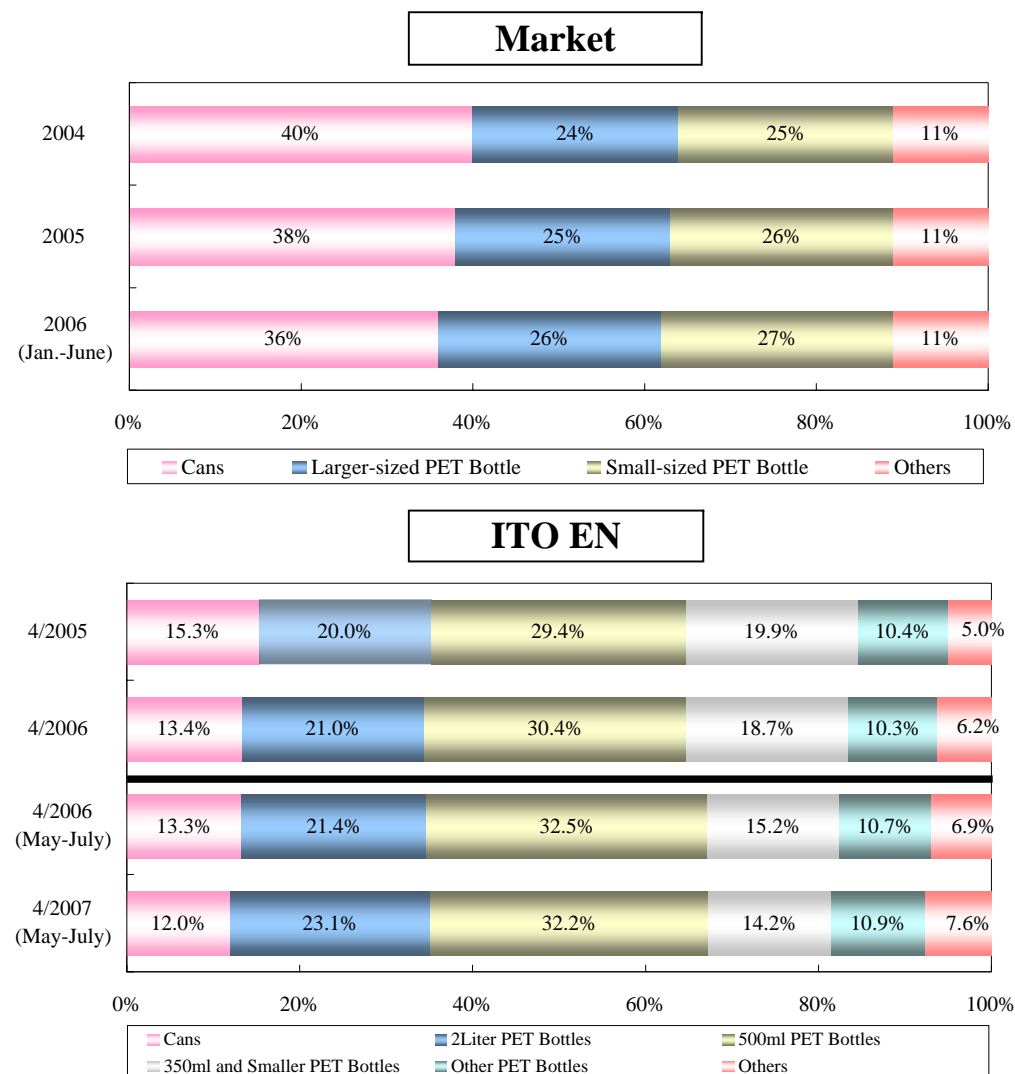
Source: ITO EN, LTD.
Year: Market (Jan.-Dec.)

3. TRENDS IN SALES PERFORMANCE BY CONTAINER (Non-Consolidated)

Sales Performance by Container
(Volume Basis)

		First Quarter Totals (May-July)		
		For the Year Ended Apr. 30, 2006	For the Year Ended Apr. 30, 2007	
		Thousands of cases	Thousands of cases	YOY % Change
Total Volume		38,049	41,188	8.3%
Containers	Cans	5,046	4,949	-1.9%
	Total PET Bottles	30,374	33,109	9.0%
	2Liter PET Bottles	8,159	9,494	16.4%
	500ml PET Bottles	12,369	13,276	7.3%
	350ml and smaller PET Bottles	5,785	5,833	0.8%
	Other PET Bottles	4,060	4,505	11.0%
Others		2,628	3,129	19.1%

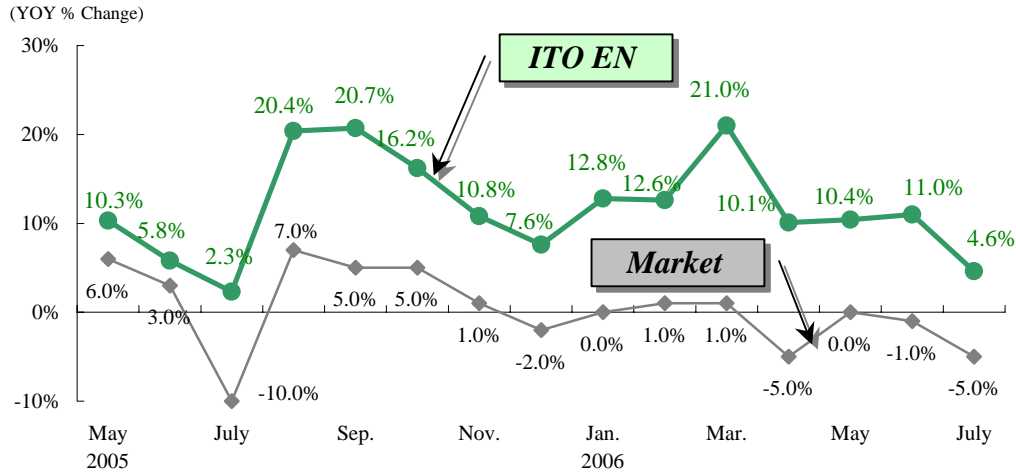
ITO EN and Market Sales Composition by Container
(Volume Basis)



Source: ITO EN, LTD. Year: Market (Jan.-Dec.), ITO EN (May-Apr.)

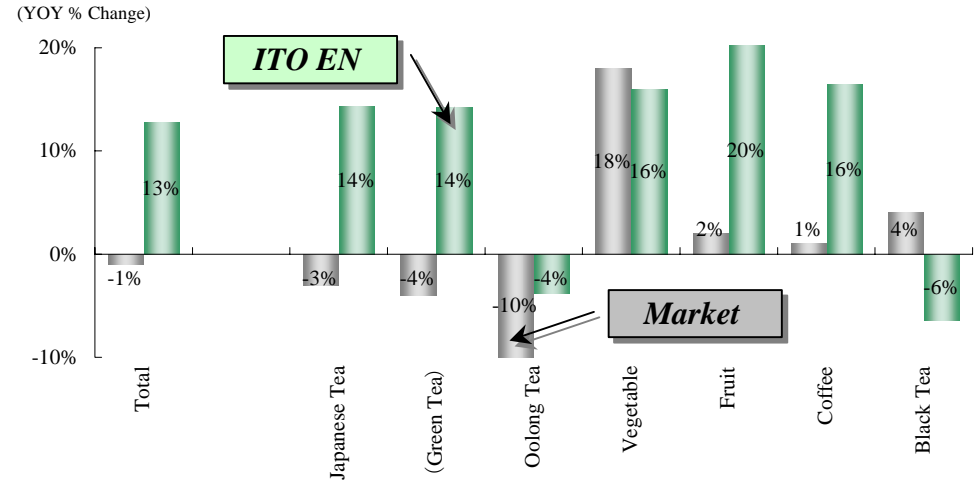
4. NON-ALCOHOLIC BEVERAGE MARKET CONDITION

Monthly Sales Trends (Volume Basis)



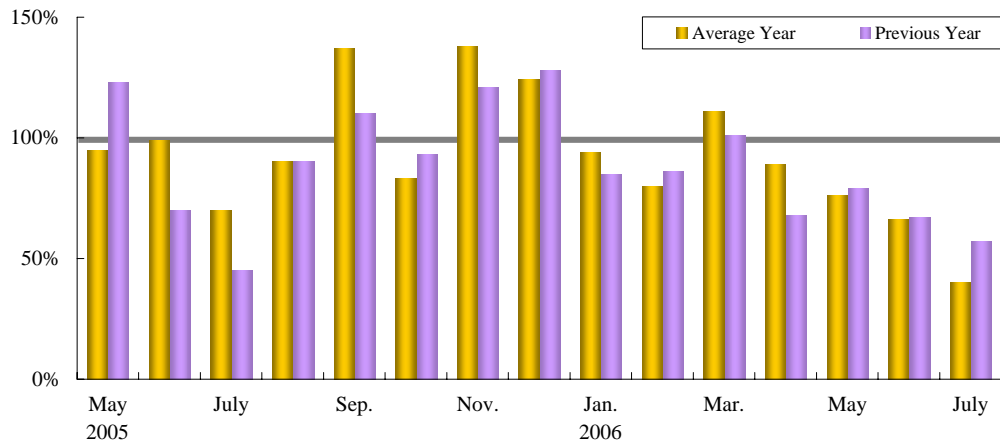
Source: ITO EN

Non-Alcoholic Beverage Market Sales by Category (2006/2005 Jan. - June Total, Volume Basis)



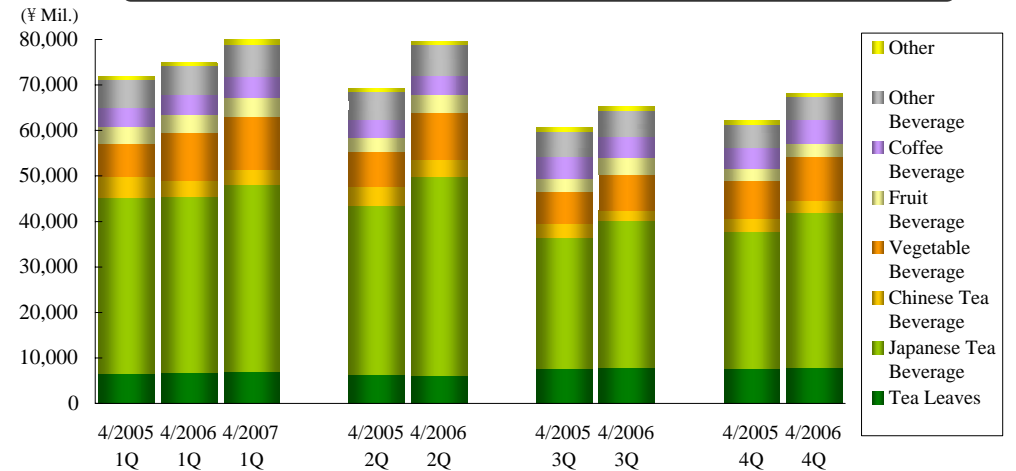
Source: ITO EN

Tokyo Region Variable Sunshine Hours



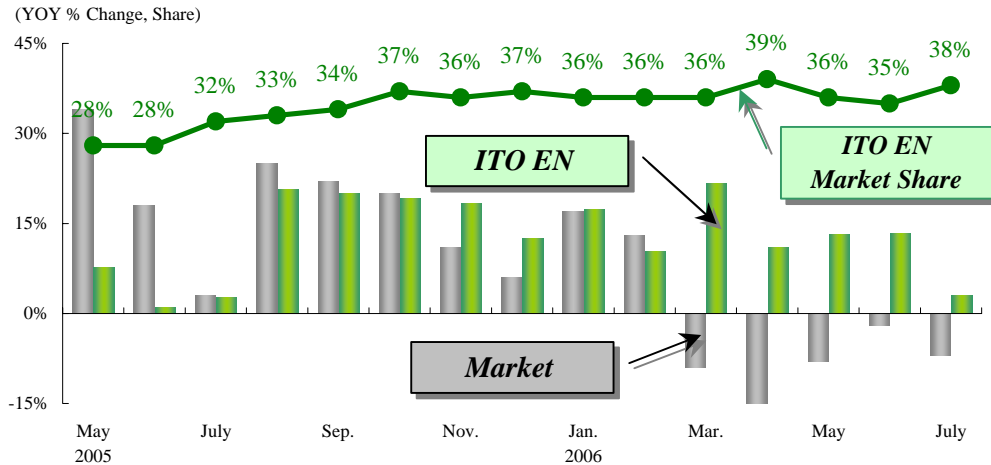
Source: Japan Meteorological Agency

Quarterly Sales Composition (Consolidated)



5. GREEN TEA BEVERAGES

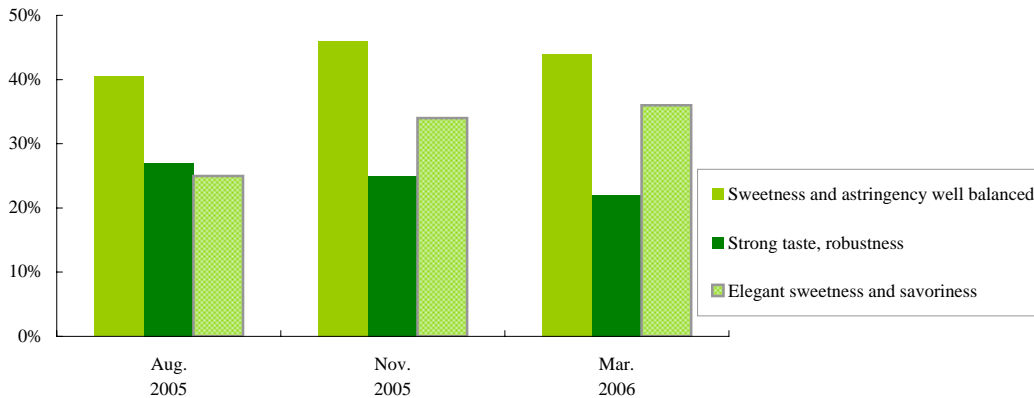
Monthly Sales and ITO EN Market Share Trends in Green Tea Beverage Market (among Top 7 Companies, Volume Basis)



Source: ITO EN

Consumer Taste Preferences for Green Tea Beverages

Green Tea Beverage Taste Preferences

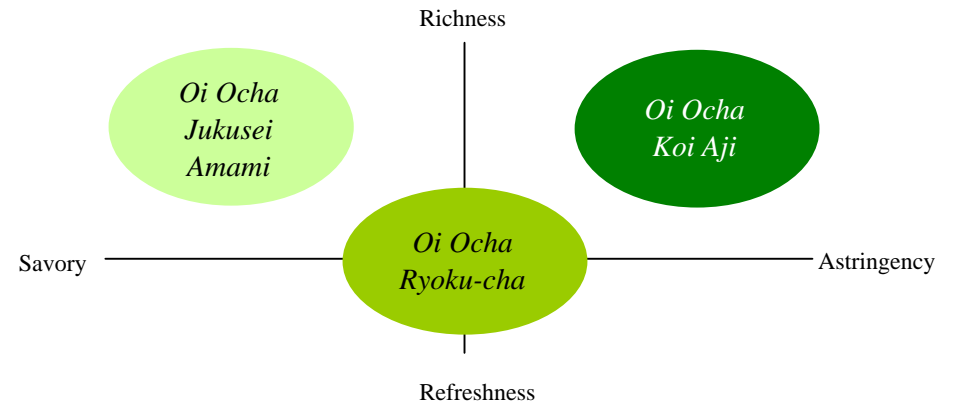


Source: ITO EN, Note: n=205

Evolving "Oi Ocha"

~ Continuing on from "Deliciousness through Aroma" and "Deliciousness through Strong Taste", to the third deliciousness challenge, "Sweetness" ~

Taste Positioning of "Oi Ocha" Brands



"Oi Ocha Jukusei Amami"

- Launch Date: Sep. 4, 2006-

【Product Features】

Use of Kabusecha, Gyokuro and Matcha.

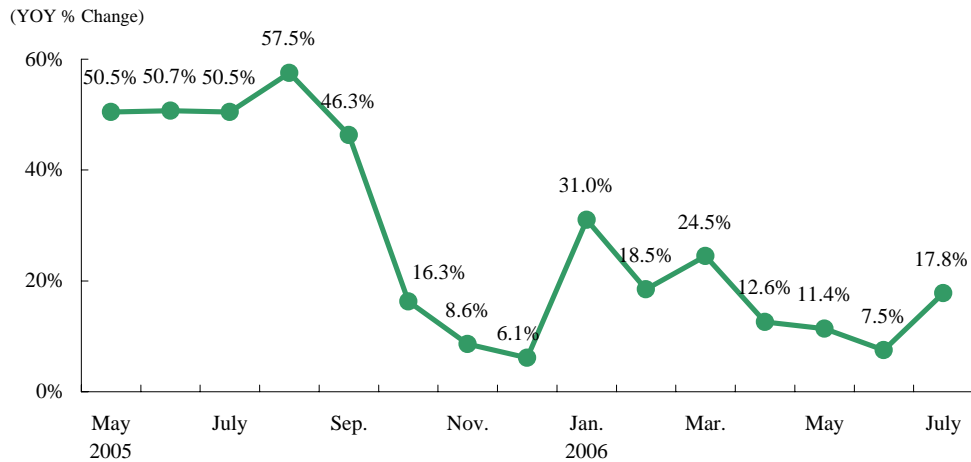
Low temperature, long brew time; sweetness naturally drawn out.

"Fresh" production technique results in maintaining a delicate sweet taste and aroma.



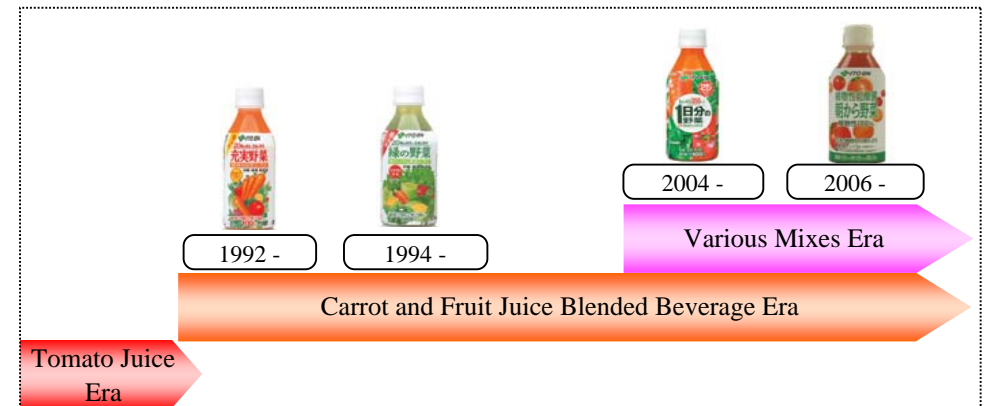
6. VEGETABLE BEVERAGES

Monthly Sales Trends in Vegetable Beverages (Volume Basis)



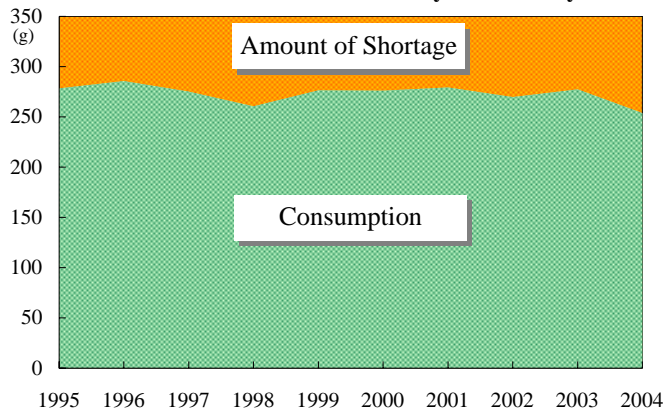
The Age of Vegetable Beverage Diversity

- Beverage Production for Taste and Nutritional Balance -



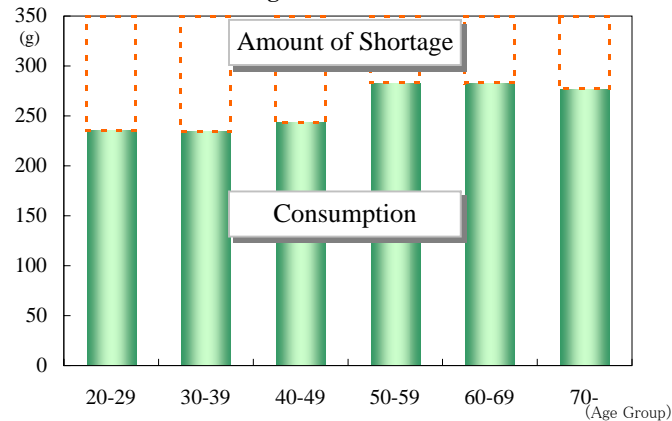
Daily Per Capita Vegetable Consumption

Recommended Daily Vegetable Consumption
by the Ministry of Health, Labour and Welfare = 350g



Source: Bureau of Citizen and Cultural Affairs

Daily Per Capita Vegetable Consumption by Generation (2004)

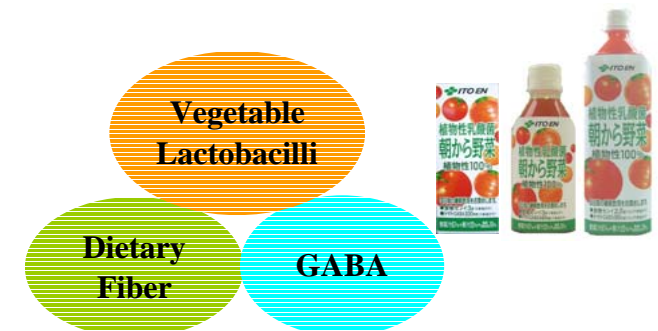


Source: Bureau of Citizen and Cultural Affairs

"Shokubutsusei Nyusankin Asa-kara Yasai "

- Launch Date: Aug. 21, 2006 -

~ A health-promoting beverage that provides an invigorating morning experience through the power of vegetables and vegetable lactobacilli. ~



Advisory Note about the Materials

The current plans, forecasts, strategy, etc. outlined in these materials have not yet been realized and are based upon Ito En management's best judgement given current obtainable information. Therefore, given only this forecasted information, please refrain from interpreting these materials as grounds for general conclusion. Please acknowledge that, depending on various important factors, actual operating results can be quite different from what has been projected. The following are some principal factors that affect actual operating results: 1) Weather, especially summer temperatures; 2) Product mishaps or accidents, such as products being found containing foreign substances or impurities; 3) The economic conditions, particularly shifting consumer trends, surrounding Ito En's operating environment; 4) In the midst an intensely competitive market characterized by things such as easily changing consumer tastes and preferences, the ability of Ito En to continue the planning and development of products and services that meet customers' expectations. However, it should be noted that factors influencing operating results are not limited to these alone. The purpose of the materials you have received is to provide the means for a more thorough understanding of Ito En and should not necessarily be regarded as a recommendation to invest. Furthermore, the data in these materials is based on what we believe is the most accurate information. However, please understand that even without advance notice, both past data and future forecasts may be revised.