

February 6, 2007

JANUARY 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 : January 1, 2007 ~ January 31, 2007 >

< Total : May 1, 2006 ~ January 31, 2007 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		6.4	4.7		
Tea Leaves		-4.9	2.1		
Drinks		7.7	5.1	10.5	6.6
Breakdown of Drinks	Japanese Tea	4.4	2.0	6.7	3.9
	<i>Oi Ocha</i>	-1.8	1.1	0.4	2.8
	Chinese Tea	13.1	0.0	11.2	2.0
	Vegetable	16.3	14.5	24.3	17.9
	Fruit	11.7	5.6	13.3	4.1
	Coffee	-0.1	7.1	-5.7	7.9
	Black Tea	6.9	-5.5	10.2	-6.1
	Functional	8.1	15.9	4.5	16.4

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.