

March 2, 2007

FEBRUARY 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 : February 1, 2007 ~ February 28, 2007 >

< Total : May 1, 2006 ~ February 28, 2007 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		6.8	4.8		
Tea Leaves		-5.1	1.5		
Drinks		7.7	5.3	10.3	6.9
Breakdown of Drinks	Japanese Tea	9.9	2.7	12.3	4.6
	<i>Oi Ocha</i>	7.0	1.6	10.0	3.5
	Chinese Tea	35.2	2.6	33.4	4.3
	Vegetable	12.9	14.4	16.5	17.6
	Fruit	6.2	5.2	1.3	3.5
	Coffee	-24.6	3.2	-31.8	3.0
	Black Tea	7.5	-4.3	5.9	-4.8
	Functional	12.9	15.3	5.5	15.1

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.