

April 4, 2007

MARCH 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 : March 1, 2007 ~ March 31, 2007 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		3.3	4.7		
Tea Leaves		-5.5	0.6		
Drinks		3.5	5.2	5.4	6.7
Breakdown of Drinks	Japanese Tea	4.9	2.9	6.9	4.8
	<i>Oi Ocha</i>	5.2	2.0	6.9	3.8
	Chinese Tea	11.4	3.3	10.2	4.8
	Vegetable	3.5	13.3	8.9	16.4
	Fruit	-2.0	4.7	-5.5	2.7
	Coffee	-13.7	1.6	-17.2	1.1
	Black Tea	22.8	-2.0	25.6	-2.4
	Functional	13.9	15.7	8.5	15.2

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.