

Aug 6, 2007

MAY ESTIMATED NON-CONSOLIDATED
MONTHLY SALES OF ITO EN
(FOR THE FISCAL YEAR ENDING APRIL 30, 2008)

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

< Monthly : July 1, 2007 ~ July 30, 2007 >

< Total : May 1, 2007 ~ July 30, 2007 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		0.3	4.3	-	-
Tea Leaves		2.0	-1.3	-	-
Drinks		0.0	4.8	3.4	8.1
Breakdown of Drinks	Japanese Tea	1.1	4.9	5.1	9.1
	<i>Oi Ocha</i>	-0.3	2.2	2.3	5.5
	Chinese Tea	-9.0	1.6	-6.9	-0.6
	Vegetable	-4.7	1.8	1.0	8.1
	Fruit	13.7	23.7	14.3	22.1
	Coffee	-3.7	0.9	-1.2	4.1
	Black Tea	11.4	16.0	13.1	18.4
	Functional	-1.7	0.1	-2.2	-3.8

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.