

Sep 5, 2007

AUGUST 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 : Aug 1, 2007 ~ Aug 31, 2007 >

< Total : May 1, 2007 ~ Aug 31, 2007 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		8.6	5.5	-	-
Tea Leaves		4.9	-0.3	-	-
Drinks		8.8	5.9	13.5	9.5
Breakdown of Drinks	Japanese Tea	9.4	6.1	14.9	10.5
	<i>Oi Ocha</i>	6.3	3.3	11.1	7.1
	Chinese Tea	35.1	10.3	26.9	7.0
	Vegetable	-4.0	0.0	2.8	6.1
	Fruit	38.2	27.2	36.2	25.5
	Coffee	-5.5	0.0	-2.9	3.5
	Black Tea	18.5	17.2	25.0	20.8
	Functional	5.9	1.5	-0.6	-4.1

Note 1: Sales amounts in August marked the highest monthly sales figure in the past.

Note 2: 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 3: Amounts are estimated and therefore may vary from actual figures.