

Oct 4, 2007

SEPTEMBER 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 : Sep 1, 2007 ~ Sep 30, 2007 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		3.4	5.0	-	-
Tea Leaves		4.0	0.6	-	-
Drinks		3.4	5.3	8.1	9.2
Breakdown of Drinks	Japanese Tea	6.8	6.5	12.2	11.1
	<i>Oi Ocha</i>	3.8	3.8	8.0	7.5
	Chinese Tea	9.8	9.7	9.5	6.8
	Vegetable	-9.7	-2.6	-4.6	3.1
	Fruit	20.1	23.4	22.6	22.7
	Coffee	-2.7	-0.3	4.0	4.0
	Black Tea	8.1	15.8	8.8	19.1
	Functional	-3.7	0.6	-10.2	-5.3

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.