

December 4, 2007

**OCTOBER ACTUAL NON-CONSOLIDATED**  
**MONTHLY SALES OF ITO EN**  
**( FOR THE FISCAL YEAR ENDING APRIL 30, 2008 )**

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

< Monthly : October 1, 2007 ~ October 31, 2007 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		7.6	5.5		
Tea Leaves		4.6	0.7		
Drinks		7.8	5.8	12.2	9.8
Breakdown of Drinks	Japanese Tea	9.1	7.0	13.0	11.4
	<i>Oi Ocha</i>	7.7	4.4	11.5	8.1
	Chinese Tea	2.1	8.1	13.5	7.5
	Vegetable	-3.9	-2.7	-0.6	2.5
	Fruit	26.9	23.6	37.2	24.8
	Coffee	4.8	-0.2	14.0	5.4
	Black Tea	36.6	19.2	41.4	22.2
	Functional	-10.1	-0.5	-17.0	-6.7

Note : 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 Leave based products.