

December 4, 2007

NOVEMBER 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 : November 1, 2007 ~ November 30, 2007 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		-1.7	4.6		
Tea Leaves		-0.9	0.5		
Drinks		-1.8	4.9	1.7	8.8
Breakdown of Drinks	Japanese Tea	-2.8	5.8	2.7	10.5
	<i>Oi Ocha</i>	-5.4	3.2	-1.9	7.0
	Chinese Tea	-12.1	5.5	-5.0	6.0
	Vegetable	-10.5	-3.6	-7.5	1.3
	Fruit	35.7	25.0	33.9	25.8
	Coffee	0.3	-0.1	1.1	4.7
	Black Tea	-4.7	15.5	-4.1	18.0
	Functional	-5.8	-1.1	-3.5	-6.3

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.