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**Announcement of the First Quarter Financial Results
Ended July 31, 2007: Supplementary Materials**

September 2007

1. RESULTS OF OPERATIONS

		First Quarter Totals (May-July)			Midterm Totals		Yearly Totals	
		For the Year Ended Apr. 30, 2007	For the Year Ended Apr. 30, 2008		For the Year Ending Apr. 30, 2008 (Est.)		For the Year Ending Apr. 30, 2008 (Est.)	
		¥ Millions	¥ Millions	YOY % Change	¥ Millions	YOY % Change	¥ Millions	YOY % Change
Consolidated	Net Sales	79,901	86,548	8.3%	178,830	10.0%	336,700	8.5%
	Gross Profit	40,782	44,800	9.9%	91,520	9.6%	172,967	8.3%
	Selling, General and Administrative Expenses	36,038	39,755	10.3%	77,827	10.2%	148,497	8.5%
	Operating Income	4,744	5,044	6.3%	13,693	6.1%	24,470	7.3%
	Ordinary Income	4,757	5,100	7.2%	13,390	4.1%	23,600	6.0%
	Extraordinary Expenses and Income	21	-13	-	-145	-	-174	-
	Net Income	2,588	2,645	2.2%	7,573	2.0%	13,370	9.0%
	E P S							
	Ordinary Shares	¥ 29.06	¥ 29.68		* ¥ 64.19		* ¥ 113.05	
	Class 1 Preferred Shares	-	-		* ¥ 69.19		* ¥ 123.05	
Non-Consolidated	Net Sales	78,324	81,652	4.2%	168,121	5.5%	315,000	5.7%
	Operating Income	4,574	5,084	11.1%	13,400	6.5%	23,500	4.2%
	Ordinary Income	4,958	5,443	9.8%	13,545	4.8%	23,100	1.9%
	Net Income	2,889	3,156	9.3%	8,051	4.8%	13,500	5.7%
	Cash Dividends per Share							
		Ordinary Shares	-	-		¥ 19		¥ 38
		Class 1 Preferred Shares	-	-		¥ 24		¥ 48
	E P S							
	Ordinary Shares	¥ 32.44	¥ 35.41		* ¥ 68.31		* ¥ 114.18	
	Class 1 Preferred Shares	-	-		* ¥ 73.31		* ¥ 124.18	

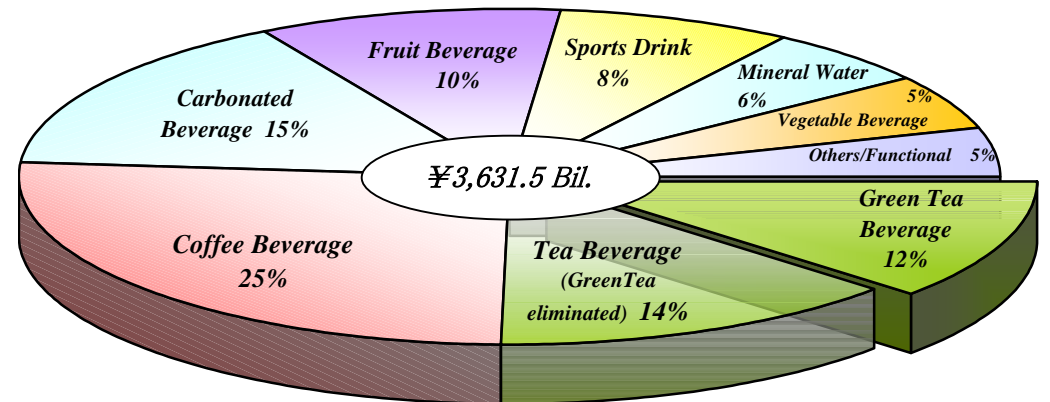
* Forecast earnings per share (EPS) have been adjusted accordingly.

2. CATEGORY RESULTS (Non-Consolidated)

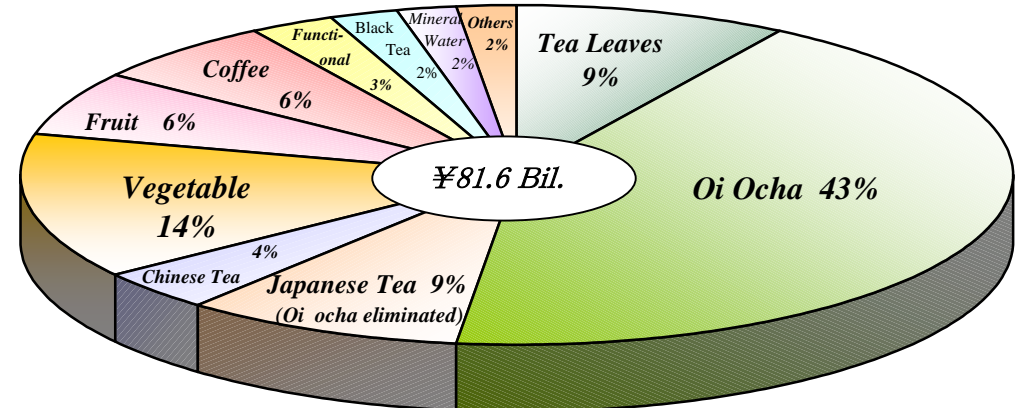
		First Quarter Totals (May-July)		
		For the Year Ended Apr. 30, 2007	For the Year Ended Apr. 30, 2008	
		¥ Millions	¥ Millions	YOY % Change
Net Sales		78,324	81,652	4.2%
Breakdown	Tea Leaves	6,947	6,840	-1.5%
	Drinks	70,881	74,255	4.8%
	Others	495	556	12.4%
Drinks	Japanese Tea	40,688	42,625	4.8%
	<i>Oi Ocha</i>	34,358	35,104	2.2%
	Chinese Tea	3,368	3,412	1.3%
	Vegetable	11,402	11,578	1.5%
	Fruit	4,118	5,064	23.0%
	Coffee	4,545	4,625	1.8%
	Black Tea	1,533	1,788	16.7%
	Functional	2,114	2,102	-0.6%
	Mineral Water	1,746	1,875	7.3%
	Others	1,363	1,182	-13.3%

ITO EN and Market Sales Breakdown

Market <2006>



ITO EN <May - July, 2007>



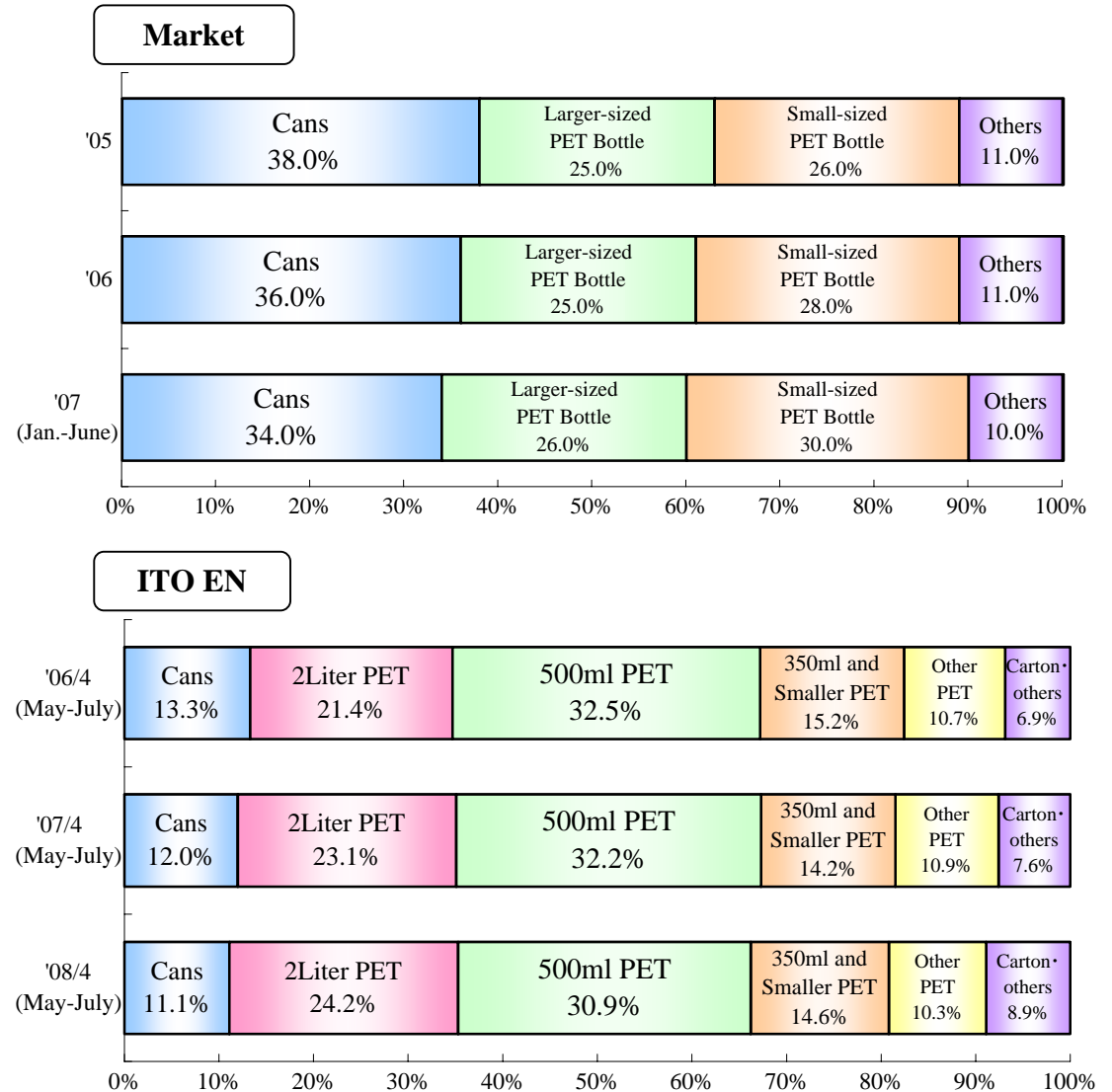
Source: ITO EN, LTD. Year: Market (Jan.-Dec.)

3. TRENDS IN SALES PERFORMANCE BY CONTAINER (Non-Consolidated)

Sales Performance by Container
(Volume Basis)

		First Quarter Totals (May-July)		
		For the Year Ended Apr. 30, 2006	For the Year Ended Apr. 30, 2007	
		Thousands of cases	Thousands of cases	YOY % Change
Total Volume		41,188	44,460	7.9%
Containers	Cans	4,949	4,937	-0.3%
	Total PET Bottles	33,109	35,581	7.5%
	2Liter PET Bottles	9,494	10,773	13.5%
	500ml PET Bottles	13,276	13,750	3.6%
	350ml and smaller PET Bottles	5,833	6,488	11.2%
	Other PET Bottles	4,505	4,568	1.4%
	Cartons	2,639	3,302	25.1%
	Others	490	638	30.3%

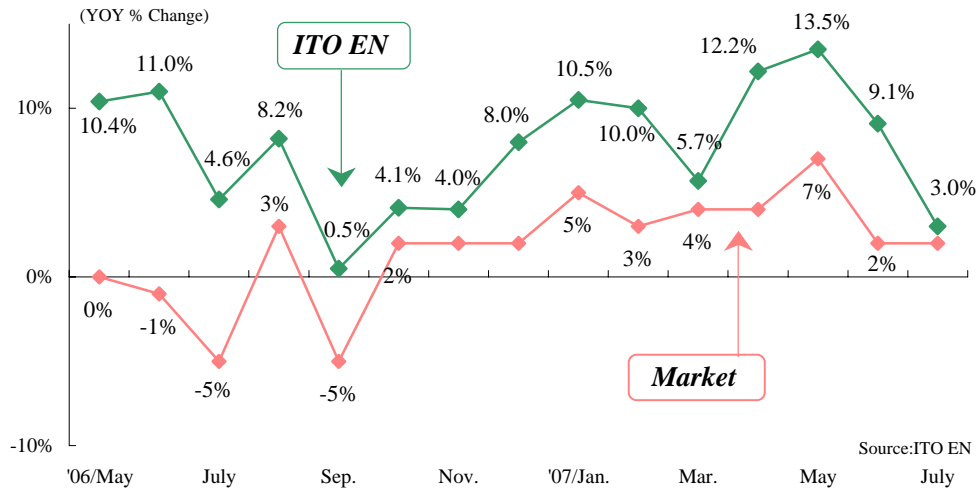
ITO EN and Market Sales Composition by Container
(Volume Basis)



4. NON-ALCOHOLIC BEVERAGE MARKET CONDITION

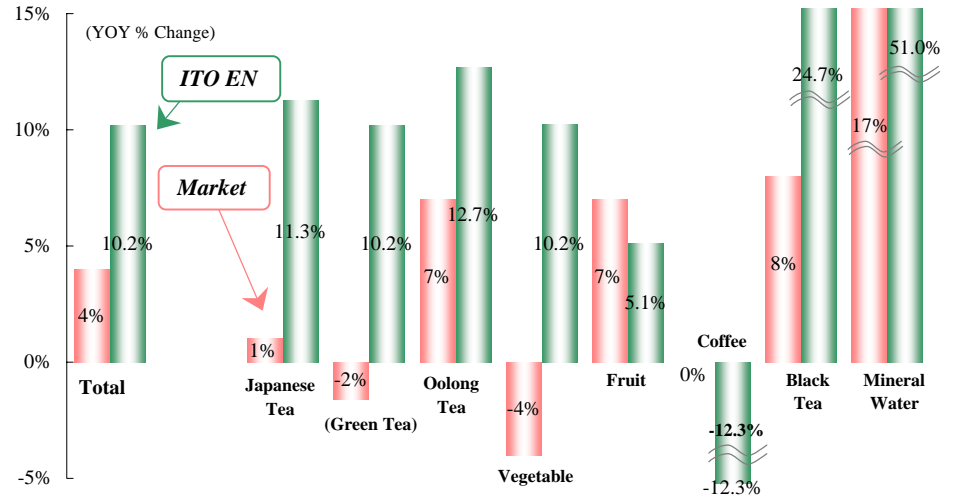
Monthly Sales Trends

(Volume Basis)

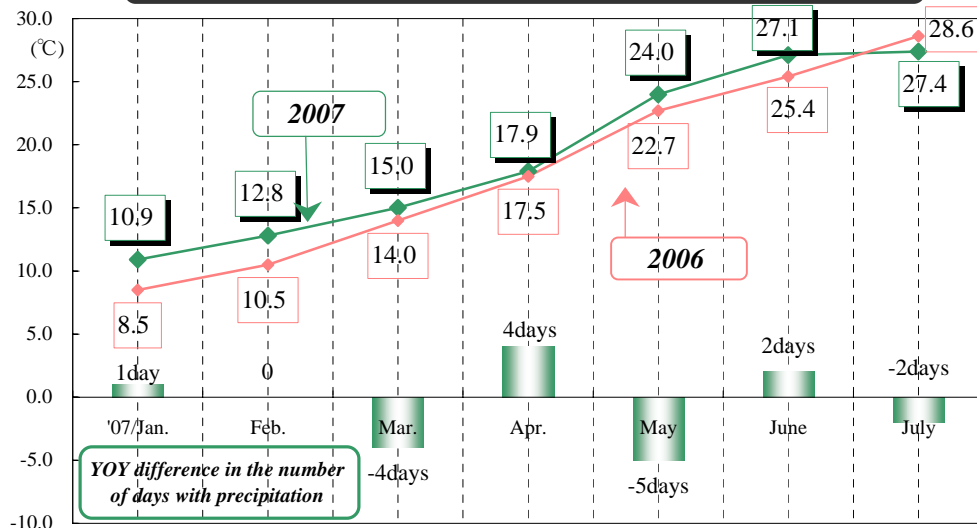


Non-Alcoholic Beverage Market Sales by Category

(2007/2006 Jan. - June Total, Volume Basis)

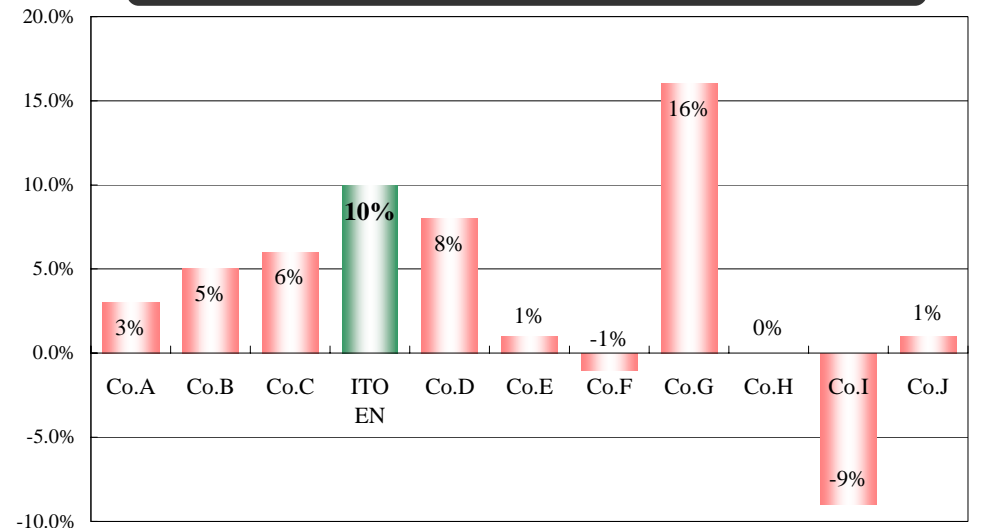


Trends in average high temperature and YOY difference in the number of days with precipitation



* Y-o-Y comparison of the number of days with daily precipitation of one millimeter or more

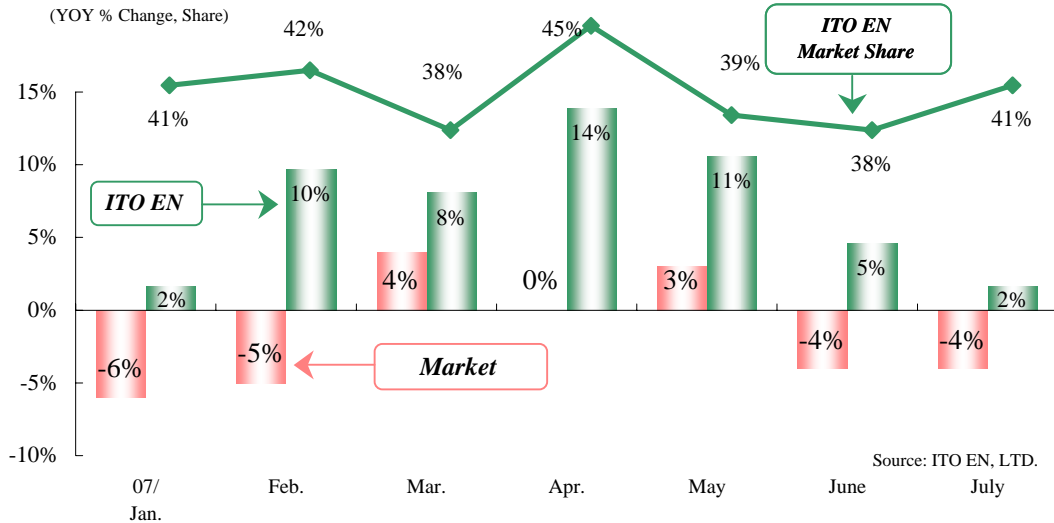
Beverage Manufacturer Sales Growth



Source: ITO EN, LTD Period: Jan-Dec

5. GREEN TEA BEVERAGES

Monthly Sales and ITO EN Market Share Trends in Green Tea Beverage Market (among Top 7 Companies, Volume Basis)

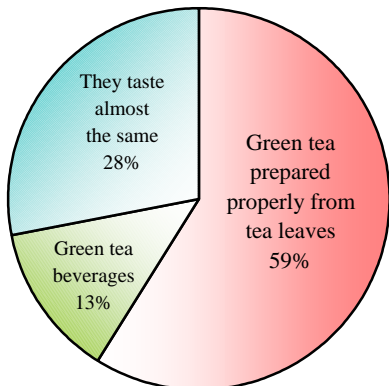


Consumers' criteria in selecting green tea beverages

	Total	twenties	thirties	forties	fifties	sixties
Taste	71.6%	68.3%	69%	81%	73%	67%
Product newness	26.4%	39%	36%	29%	15%	14%
Authenticity of beverages that deliver the great taste of green tea	24.5%	7%	21%	21%	29%	43%
Attractiveness of package design	19.2%	46%	21%	10%	12%	7%

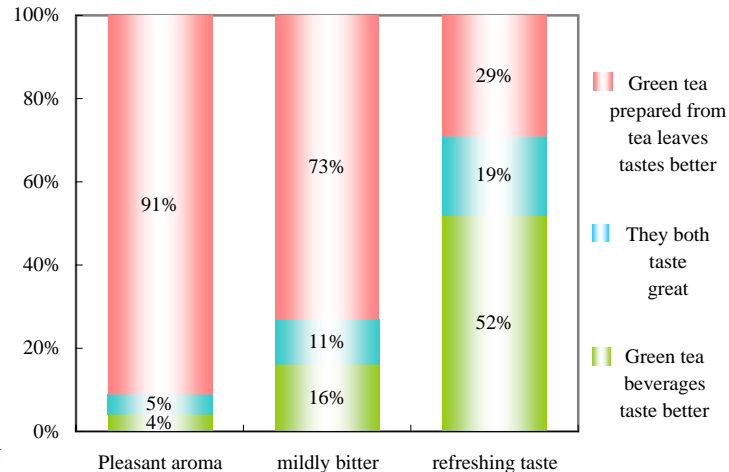
Green tea beverages that customers think taste good

Which green tea beverage do you think tastes better?



Source: ITO EN

Comparison between green tea prepared properly from tea leaves and green tea beverages



The ultimate green tea beverage, "Oi Ocha"

- ◆ Using only first-picked tea leaves
- ◆ Superlative aroma and a deep, rich taste that almost equals green tea prepared using a teapot

24Sep, 2007 Sales Launch
PET350ml / ¥147

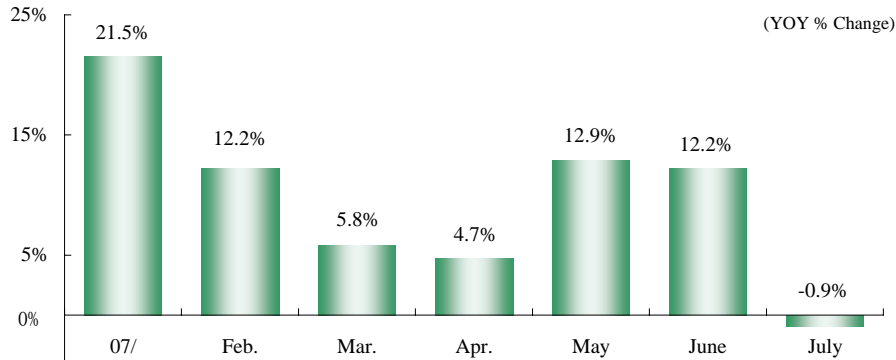
Premium Oi Ocha
(Only available at Convenience Store outlets)



6. VEGETABLE BEVERAGES • FRUIT BEVERAGES

Monthly Sales Trends in Vegetable Beverages

(Volume Basis)



Vitamin YASAI

Nutrients that consumers want to take proactively

	kind	Total	Nutrients that consumers expect vegetable beverages to provide
1	Vitamin C	93.9%	72.2%
2	Dietary fiber	88.3%	62.8%
3	Calcium	82.8%	13.3%
4	vitamin B complex	74.4%	35.6%
5	Vitamin A(β-Carotene)	72.8%	33.3%

PET930g

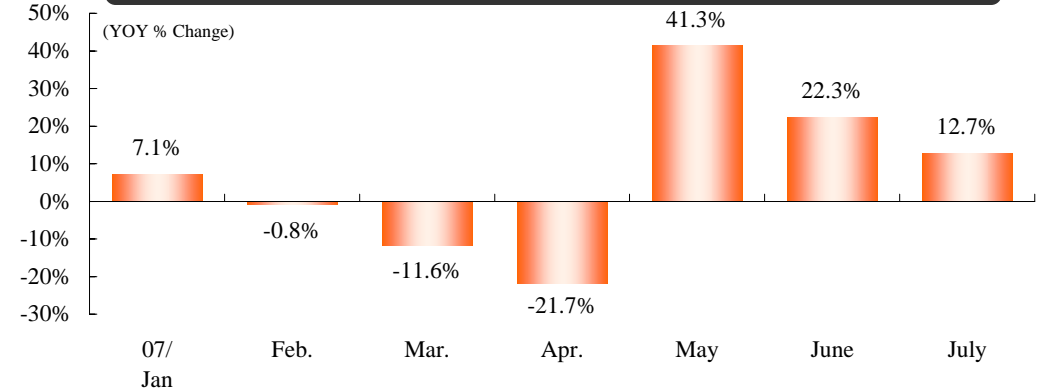


Vitamin YASAI
27Sep, 2007
Sales Launch

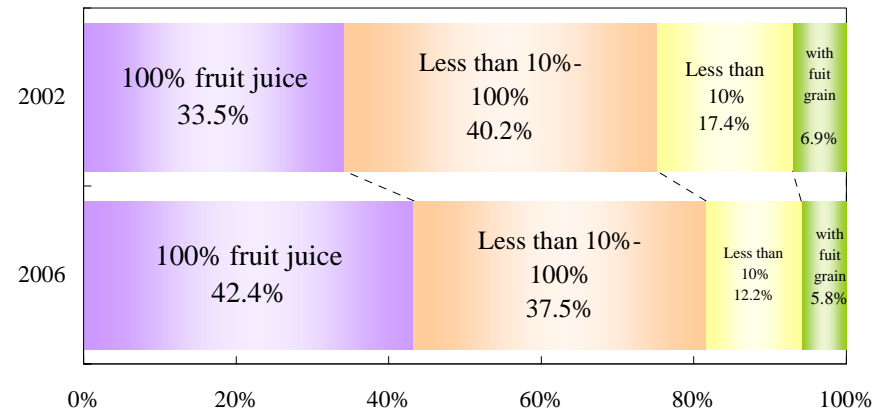
◆ *Customers drink vegetable beverages because of the Vitamin and Dietary Fiber content*

Monthly Sales Trends in Fruit Beverages

(Volume Basis)



“Vitamin Fruits”—features and future brand development



PET350ml



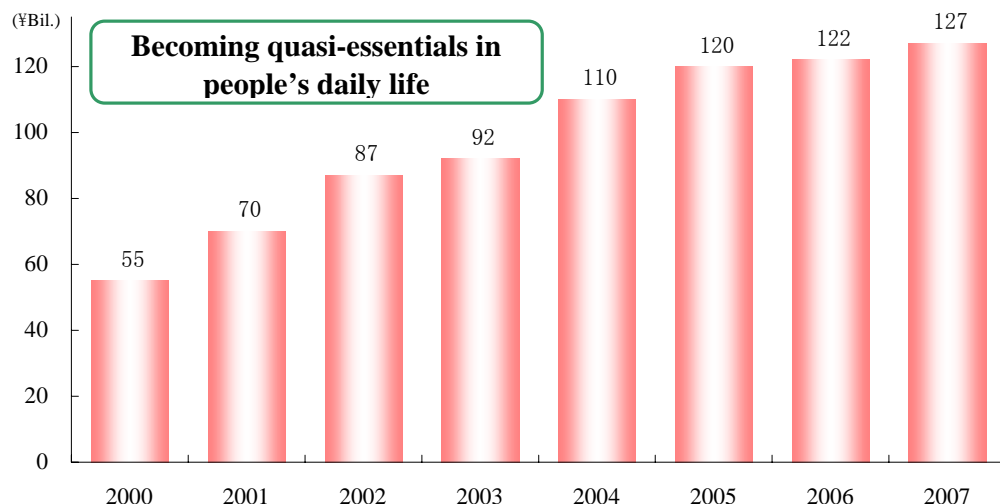
◆ *Great taste of 100% fruit juice and the potential contribution to good health from vitamin C*

◆ *Seasonable product development and launch*

Vitamin FRUIT
Jyuku BUDOU
27Sep, 2007 Sales Launch

7. Dietary supplements

Dietary supplements Market



MASON NATURAL

Supplements based on food ingredients
Pursuing “natural,” “healthy” and “safe” supplements

No artificial coloring or preservatives added

25Sep, 2007 Sales Launch



Natural vitamin C and 10 other vitamins

Maca (*Lepidium meyenii*) and garlic

Hyaluronic acid and oats

Korean ginseng and two other Japanese/Chinese ingredients

Glucosamine and cat's claw (*Uncaria tomentosa*)



Acquired all the shares in June 2006 and made Mason Distributors, Inc. a wholly owned subsidiary.

Established in Miami, Florida of the United States in 1967

Sales territory spans 15 countries worldwide, including the southeastern region in the United States.

Marketing over 400 types of in-house and OEM-based products.

Positioning of "MASON NATURAL" Brands



Strengthening the supplement business centering around “Kenko-tai,” a health food product only available through mail-order shopping.

Brands	Marketing channels
MASON NATURAL	Drug Store • Mass Merchandiser Stores • Convenience Stores • KIOSK
Kenko-tai	mail-order shopping



Kenko-tai

Advisory Note about the Materials

The current plans, forecasts, strategy, etc. outlined in these materials have not yet been realized and are based upon Ito En management's best judgement given current obtainable information. Therefore, given only this forecasted information, please refrain from interpreting these materials as grounds for general conclusion. Please acknowledge that, depending on various important factors, actual operating results can be quite different from what has been projected. The following are some principal factors that affect actual operating results: 1) Weather, especially summer temperatures; 2) Product mishaps or accidents, such as products being found containing foreign substances or impurities; 3) The economic conditions, particularly shifting consumer trends, surrounding Ito En's operating environment; 4) In the midst an intensely competitive market characterized by things such as easily changing consumer tastes and preferences, the ability of Ito En to continue the planning and development of products and services that meet customers' expectations. However, it should be noted that factors influencing operating results are not limited to these alone. The purpose of the materials you have received is to provide the means for a more thorough understanding of Ito En and should not necessarily be regarded as a recommendation to invest. Furthermore, the data in these materials is based on what we believe is the most accurate information. However, please understand that even without advance notice, both past data and future forecasts may be revised.