

February 6, 2008

JANUARY 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 : January 1, 2008 ~ January 31, 2008 >

< Total : May 1, 2007 ~ January 31, 2008 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		-2.4	3.6		
Tea Leaves		4.8	0.3		
Drinks		-3.3	3.8	-0.2	7.8
Breakdown of Drinks	Japanese Tea	-3.5	4.9	0.8	9.5
	<i>Oi Ocha</i>	-4.1	2.5	-0.7	6.3
	Chinese Tea	43.7	8.0	36.9	8.2
	Vegetable	-25.4	-6.0	-21.6	-1.4
	Fruit	15.8	20.5	13.8	21.5
	Coffee	10.8	1.5	14.0	6.9
	Black Tea	-8.3	11.8	-6.2	15.0
	Functional	-10.2	-3.8	-11.1	-9.2

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.