

March 4, 2008

FEBRUARY 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 : February 1, 2008 ~ February 29, 2008 >

< Total : May 1, 2007 ~ February 29, 2008 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		2.9	3.5		
Tea Leaves		11.9	1.4		
Drinks		1.7	3.6	3.6	7.5
Breakdown of Drinks	Japanese Tea	0.6	4.5	3.1	8.8
	<i>Oi Ocha</i>	0.3	2.2	1.9	5.8
	Chinese Tea	-5.7	6.3	-4.4	6.8
	Vegetable	-9.2	-6.4	-1.8	-1.4
	Fruit	46.0	22.3	49.9	23.5
	Coffee	22.7	3.6	23.9	9.2
	Black Tea	-9.7	9.4	-7.5	12.5
	Functional	-19.5	-5.3	-9.4	-9.5

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.