

April 4, 2008

**MARCH 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 : March 1, 2008 ~ March 31, 2008 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		2.5	3.4		
Tea Leaves		1.1	1.4		
Drinks		2.7	3.4	3.2	7.0
Breakdown of Drinks	Japanese Tea	3.3	4.3	3.3	8.3
	<i>Oi Ocha</i>	-5.2	1.6	-4.3	4.9
	Chinese Tea	4.8	6.1	2.2	6.3
	Vegetable	-12.9	-7.1	-6.7	-2.1
	Fruit	71.1	24.9	72.3	26.1
	Coffee	5.0	3.8	4.6	9.1
	Black Tea	-8.5	7.8	-3.8	11.5
	Functional	-3.5	-5.8	-0.5	-10.2

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.