

August 6, 2008

JULY ESTIMATED NON-CONSOLIDATED
MONTHLY SALES OF ITO EN
(FOR THE FISCAL YEAR ENDING APRIL 30, 2009)

The estimated non-consolidated monthly sales of ITO EN is released as below.

< Monthly : July 1, 2008 ~ July 31, 2008 >

< Total : May 1, 2008 ~ July 31, 2008 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		15.0	3.6	-	-
Tea Leaves		13.0	6.1	-	-
Drinks		14.9	3.0	18.5	6.1
Breakdown of Drinks	Japanese Tea	18.8	5.5	22.4	7.6
	<i>Oi Ocha</i>	12.9	1.0	15.4	2.8
	Chinese Tea	11.0	10.5	15.9	16.2
	Vegetable	-12.5	-20.0	-8.5	-15.9
	Fruit	24.1	11.8	22.8	13.9
	Coffee	-1.2	-5.7	-3.9	-5.4
	Black Tea	-13.9	-16.6	-10.6	-13.4
	Functional	18.6	-0.2	28.2	4.2
	Mineral Water	94.2	67.2	98.7	77.5

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.