

December 3rd, 2008

NOVEMBER 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 : November 1st, 2008 ~November 30th, 2008 >

< Total : May 1st, 2008 ~ November 30th, 2008 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		1.5	1.7	-	-
Tea Leaves		-4.0	2.9	-	-
Drinks		2.1	1.3	2.9	3.6
Breakdown of Drinks	Japanese Tea	1.6	1.7	2.4	3.1
	Chinese Tea	9.9	2.7	6.9	8.6
	Vegetable	0.5	-12.1	0.2	-8.6
	Fruit	-12.9	2.9	-13.0	5.1
	Coffee	7.6	-0.5	5.5	-2.6
	Black Tea	-8.6	-18.1	-5.8	-14.3
	Functional	-3.3	-10.0	4.1	-8.8
	Mineral Water	107.5	81.0	109.6	92.8

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.