

April 6, 2009

MARCH 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 : March 1, 2009 ~ March 31, 2009 >

< Total : May 1, 2008 ~ March 31, 2009 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		-4.6	1.3	-	-
Tea Leaves		2.8	2.8	-	-
Drinks		-4.9	1.0	-2.7	3.2
Breakdown of Drinks	Japanese Tea	-7.7	1.2	-4.6	2.6
	Chinese Tea	-4.8	-0.9	-4.0	4.8
	Vegetable	-4.3	-10.0	-2.4	-6.4
	Fruit	-16.1	-3.0	-18.2	-1.1
	Coffee	-2.1	1.7	-6.2	0.0
	Black Tea	-17.2	-17.2	-20.0	-14.3
	Functional	-18.7	-11.0	-9.5	-8.6
	Mineral Water	133.4	102.4	154.5	113.7

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.