

August 6, 2009

**JULY ESTIMATED NON-CONSOLIDATED**  
**MONTHLY SALES OF ITO EN**  
**( FOR THE FISCAL YEAR ENDING APRIL 30, 2010 )**

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

< Monthly : July 1, 2009 ~ July 31, 2009 >

< Total : May 1, 2009 ~ July 31, 2009 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		-4.7	0.0	-	-
Tea Leaves		0.5	1.3	-	-
Drinks		-5.1	0.0	-0.6	4.4
Breakdown of Drinks	Japanese Tea	-4.9	1.0	-1.5	5.0
	Chinese Tea	10.9	3.7	16.7	11.2
	Vegetable	-2.9	0.9	1.9	3.2
	Fruit	-27.9	-19.7	-23.7	-15.3
	Coffee	22.7	11.3	26.6	15.0
	Black Tea	-18.7	-27.1	9.9	-12.5
	Functional	-28.7	-20.1	-27.1	-19.2
	Mineral Water	-8.2	0.9	-0.7	7.4

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.