

September 2, 2009

**AUGUST 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 : August 1, 2009 ~ August 31, 2009 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		-2.2	-0.7	-	-
Tea Leaves		-3.8	0.5	-	-
Drinks		-1.9	-0.7	0.1	2.8
Breakdown of Drinks	Japanese Tea	-2.6	-0.2	0.3	3.3
	Chinese Tea	-9.7	-0.6	-4.1	6.0
	Vegetable	-6.5	-1.1	-5.8	-0.3
	Fruit	-28.0	-22.7	-27.0	-19.8
	Coffee	15.6	12.4	17.0	16.0
	Black Tea	151.8	18.3	137.0	26.7
	Functional	-16.7	-16.8	-5.9	-11.3
	Mineral Water	-20.0	-4.8	-17.6	-0.3

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.