

October 6, 2009

SEPTEMBER 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 : September 1, 2009 ~ September 30, 2009 >

< Total : May 1, 2009 ~ September 30, 2009 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		-2.1	-0.9	-	-
Tea Leaves		1.3	0.9	-	-
Drinks		-2.3	-1.0	2.3	2.7
Breakdown of Drinks	Japanese Tea	-2.0	-0.7	3.1	3.2
	Chinese Tea	6.1	0.3	15.3	7.0
	Vegetable	-7.8	-2.8	-5.1	-1.4
	Fruit	-32.5	-24.5	-28.0	-21.5
	Coffee	5.9	11.5	10.4	15.9
	Black Tea	129.6	40.6	115.5	45.1
	Functional	-19.1	-17.7	-6.6	-12.4
	Mineral Water	-23.4	-8.5	-22.4	-4.4

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.