

December 2, 2009

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

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

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

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		-1.6	-1.0	-	-
Tea Leaves		3.1	1.1	-	-
Drinks		-2.2	-1.2	2.8	2.7
Breakdown of Drinks	Japanese Tea	-2.4	-0.9	2.9	3.1
	Chinese Tea	7.9	0.9	13.2	7.1
	Vegetable	-8.9	-3.9	-4.3	-2.0
	Fruit	-11.1	-22.6	-8.2	-19.8
	Coffee	-2.5	8.5	1.6	13.2
	Black Tea	88.0	48.8	91.4	53.3
	Functional	-15.5	-17.5	-13.9	-14.7
	Mineral Water	-24.3	-11.1	-19.3	-6.7

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.