

December 2, 2009

**NOVEMBER 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 : November 1, 2009 ~ November 30, 2009 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		3.8	-0.4	-	-
Tea Leaves		2.1	1.3	-	-
Drinks		4.0	-0.6	8.4	3.3
Breakdown of Drinks	Japanese Tea	0.8	-0.7	5.9	3.4
	Chinese Tea	11.5	2.0	21.0	8.5
	Vegetable	-2.6	-3.8	2.5	-1.5
	Fruit	3.0	-19.9	7.1	-16.9
	Coffee	20.3	10.5	27.2	15.4
	Black Tea	87.3	54.2	83.4	57.5
	Functional	-15.6	-17.3	-5.6	-13.6
	Mineral Water	-17.8	-11.9	-18.0	-7.9

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.