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Announcement of Financial Results for the First Quarter of the Fiscal
Year Ending April 30, 2010 : Supplementary Materials

September 2009

1. Results of Operations

		First Quarter Total (May-July)			Annual Total (May-April)			
		For the Year Ended Apr. 30, 2009	For the Year Ending Apr. 30, 2010		For the Year Ended Apr. 30, 2009	For the Year Ending Apr. 30, 2010 (Est.)		
		¥ Millions	¥ Millions	YOY % Change	¥ Millions	¥ Millions	YOY % Change	
Consolidated	Net Sales		89,797	89,708	-0.1%	332,847	335,500	0.8%
	Gross Profit		44,447	43,903	-1.2%	163,852	165,728	1.1%
	Selling, General and Administrative Expenses		42,236	39,839	-5.7%	153,239	153,728	0.3%
	Operating Income		2,211	4,064	83.8%	10,613	12,000	13.1%
	Ordinary Income		2,380	3,886	63.2%	10,376	11,000	6.0%
	Extraordinary Expenses and Income		-32	-13	-	-597	-520	-
	Net Income		1,076	1,953	81.5%	4,765	5,200	9.1%
	E P S	Common Stock	¥8.65	¥15.70	81.5%	¥35.47	¥38.96	9.8%
^[1] Class-A Preferred Stock		¥8.65	¥15.70	81.5%	¥45.47	¥48.96	7.7%	
Non-Consolidated	Net Sales		84,741	84,677	-0.1%	312,622	314,000	0.4%
	Operating Income		2,044	3,907	91.2%	10,227	11,500	12.4%
	Ordinary Income		2,619	4,289	63.8%	10,449	11,000	5.3%
	Net Income		1,525	2,505	64.2%	4,293	6,100	42.1%
	Cash Dividends per Share	Common Stock	-	-	-	¥38.00	¥38.00	-
		Class-A Preferred Stock	-	-	-	¥48.00	¥48.00	-
	E P S	Common Stock	¥12.26	¥20.14	64.2%	¥31.68	¥46.20	45.8%
^[1] Class-A Preferred Stock		¥12.26	¥20.14	64.2%	¥41.68	¥56.20	34.8%	

[1] For the above "information per share of Class-A Preferred Stock", as there were no dividend payments within the first quarter of the current fiscal year, there are the same amount as those of information per share of common stock.

2. Sales Results and Forecasts by Product Category (Non-Consolidated)

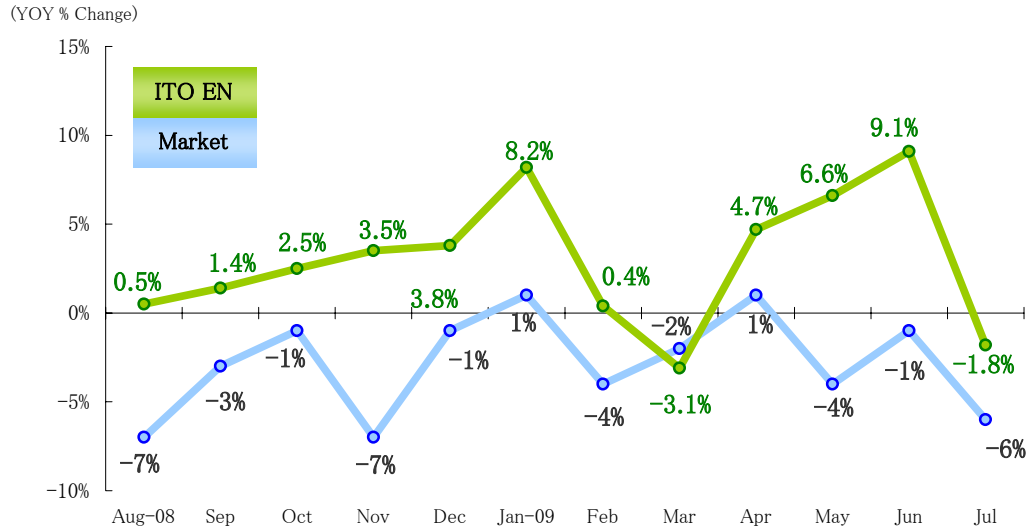
		First Quarter Total (May-July)					Annual Total (May-April)				
		For the Year Ended Apr. 30, 2009		For the Year Ending Apr. 30, 2010			For the Year Ended Apr. 30, 2009		For the Year Ending Apr. 30, 2010 Est.		
		¥ Millions	Sales Composition	¥ Millions	Sales Composition	YOY % Change	¥ Millions	Sales Composition	¥ Millions	Sales Composition	YOY % Change
Net Sales		84,741	100.0%	84,677	100.0%	-0.1%	312,622	100.0%	314,000	100.0%	0.4%
Breakdown	Tea Leaves	7,260	8.6%	7,380	8.7%	1.6%	29,833	9.5%	30,228	9.6%	1.3%
	Drinks	76,601	90.4%	76,465	90.3%	-0.2%	278,820	89.2%	279,772	89.1%	0.3%
	Others	879	1.0%	831	1.0%	-5.5%	3,968	1.3%	3,998	1.3%	0.8%
Drinks	Japanese Tea	44,960	53.1%	45,267	53.5%	0.7%	162,211	51.9%	164,685	52.4%	1.5%
	<i>Oi Ocha</i>	35,394	41.8%	34,901	41.2%	-1.4%	136,106	43.5%	138,832	44.2%	2.0%
	Barley Tea	5,399	6.4%	5,590	6.6%	3.5%	13,957	4.5%	14,123	4.5%	1.2%
	Chinese Tea	3,811	4.5%	3,928	4.6%	3.1%	13,461	4.3%	13,681	4.4%	1.6%
	Vegetable	9,242	10.9%	9,329	11.0%	0.9%	35,324	11.3%	34,032	10.8%	-3.7%
	Fruit	5,677	6.7%	4,486	5.3%	-21.0%	17,334	5.5%	16,285	5.2%	-6.0%
	Coffee	4,365	5.2%	4,865	5.7%	11.4%	19,173	6.1%	19,089	6.1%	-0.4%
	Black Tea	1,507	1.8%	1,143	1.4%	-24.2%	5,697	1.8%	5,655	1.8%	-0.7%
	Functional	1,999	2.4%	1,663	2.0%	-16.8%	6,220	2.0%	6,154	2.0%	-1.1%
	Mineral Water	3,146	3.7%	3,187	3.8%	1.3%	11,847	3.8%	12,255	3.9%	3.4%
	Others	1,891	2.2%	2,593	3.1%	37.1%	7,550	2.4%	7,933	2.5%	5.1%

3. Sales Results and Forecasts by Packaging Type (Non-Consolidated)

		First Quarter Total (May-July)					Annual Total (May-April)				
		For the Year Ended Apr. 30, 2009		For the Year Ending Apr. 30, 2010			For the Year Ended Apr. 30, 2009		For the Year Ending Apr. 30, 2010 Est.		
		Thousands of cases	Sales Composition	Thousands of cases	Sales Composition	YOY % Change	Thousands of cases	Sales Composition	Thousands of cases	Sales Composition	YOY % Change
Total		47,217	100.0%	49,053	100.0%	3.9%	169,458	100.0%	170,988	100.0%	0.9%
Containers	Cans	5,033	10.7%	5,504	11.2%	9.4%	18,935	11.2%	20,721	12.1%	9.4%
	Plastic (PET) Bottles Total	38,418	81.4%	39,321	80.2%	2.4%	136,729	80.7%	137,414	80.4%	0.5%
	2Liter PET Bottles	12,219	25.9%	13,066	26.6%	6.9%	41,548	24.5%	44,982	26.3%	8.3%
	500ml PET Bottles	14,062	29.8%	16,188	33.0%	15.1%	48,564	28.7%	49,163	28.8%	1.2%
	350ml or smaller PET Bottles	7,669	16.2%	5,898	12.0%	-23.1%	30,958	18.3%	28,413	16.6%	-8.2%
	Other PET Bottles	4,466	9.5%	4,167	8.5%	-6.7%	15,658	9.2%	14,854	8.7%	-5.1%
	Cartons	3,148	6.7%	3,529	7.2%	12.1%	12,132	7.2%	11,387	6.7%	-6.1%
	Others	616	1.3%	698	1.4%	13.3%	1,661	1.0%	1,464	0.9%	-11.8%

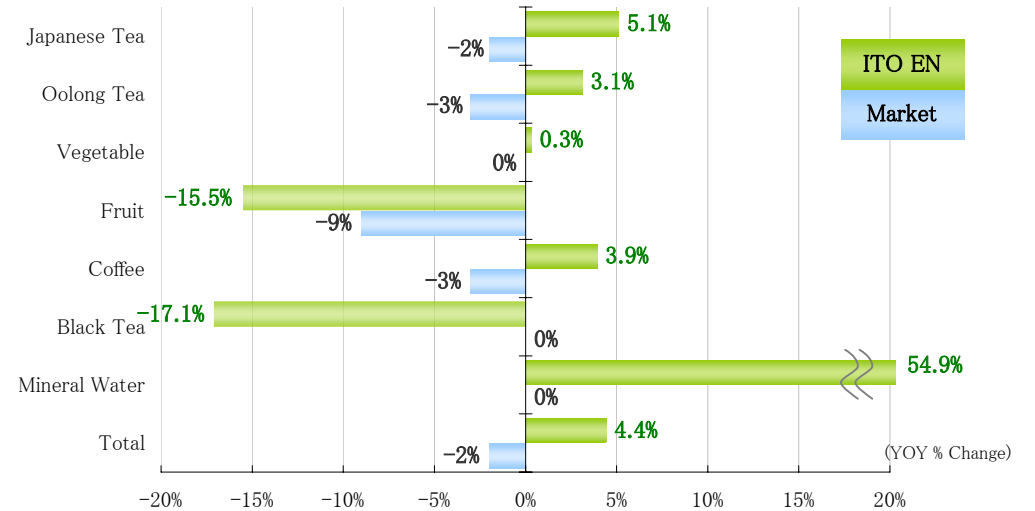
4. Market Overview

Monthly Sales Trends (Volume Basis)



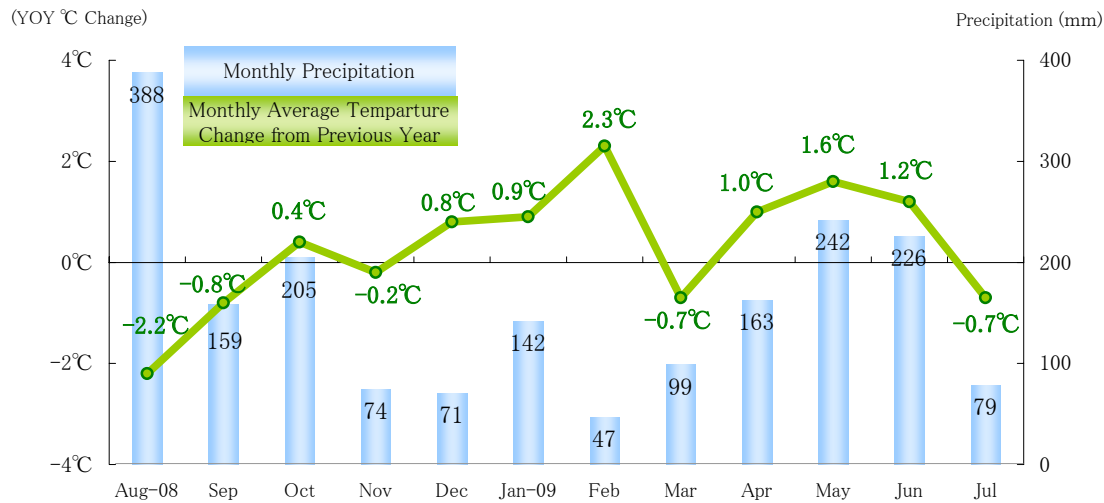
Source: ITO EN, LTD.

Non-Alcoholic Beverage Market by Category (Volume Basis)



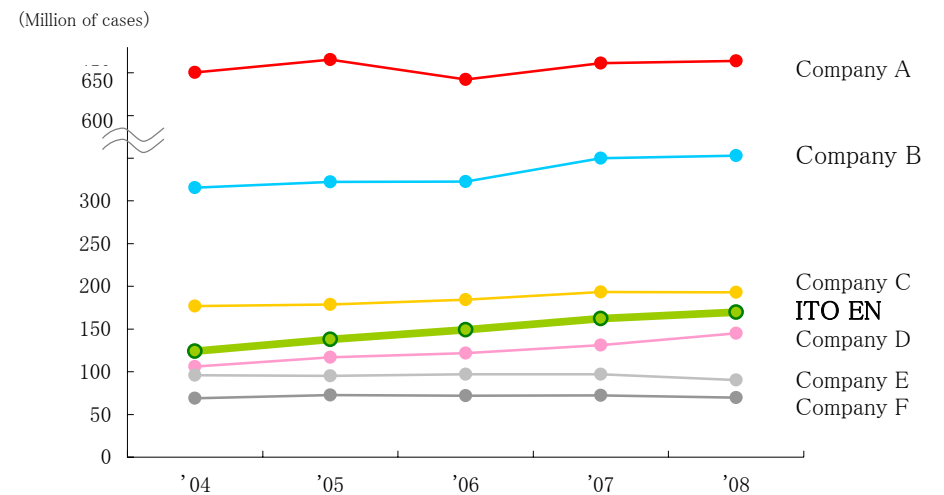
Source: ITO EN, LTD. Period: January to Jun

Trends in Average Monthly Temperatures and Precipitation (Tokyo Area)



Source: Japan Meteorological Agency, ITO EN, LTD.

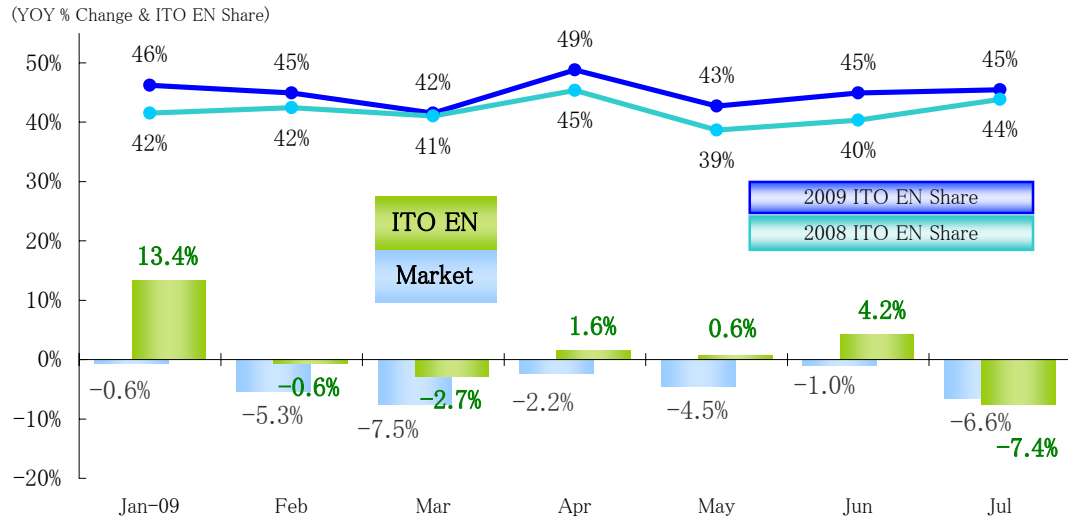
Sales Overview of Beverage Companies (Volume Basis)



Source: ITO EN, LTD., Calendar Year

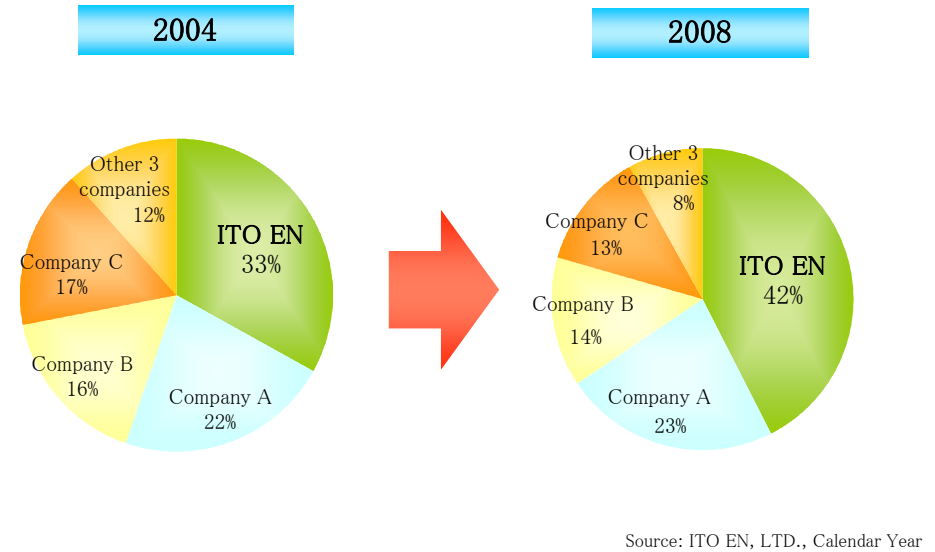
5. RTD Green Tea

Market Overview (in Top 7 Companies, Volume Basis)



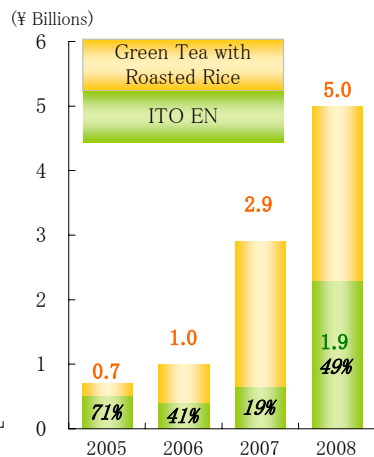
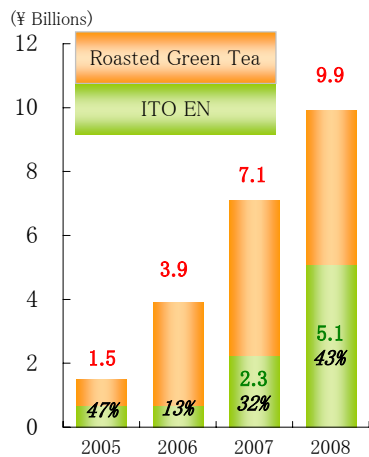
Source: ITO EN, LTD.

Change in each Company's Share of RTD Green Tea (in Top 7 Companies, Volume Basis)



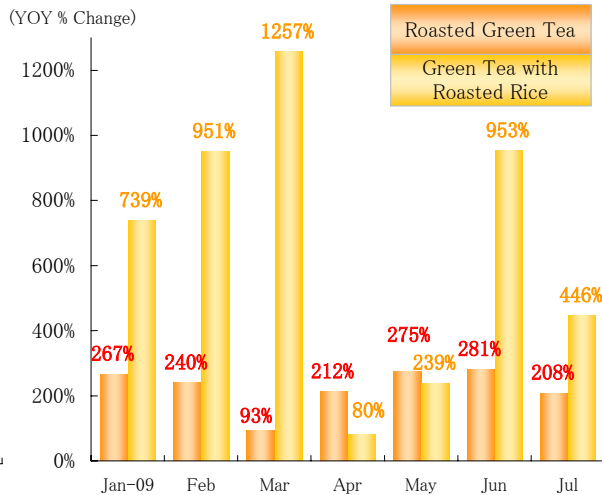
Source: ITO EN, LTD., Calendar Year

RTD Roasted Green Tea and Green Tea with Roasted Rice Market



Source: ITO EN, LTD., Calendar Year

Sales of RTD Roasted Green Tea & Green Tea with Roasted Rice (Volume Basis)



Source: ITO EN, LTD.

Renewed RTD Roasted Green Tea & Green Tea with Roasted Rice

**Expanding RTD Market
~Attract More Tea Lovers~**

Middle-aged or Female People who Drink Teas with Brewing from Leaves

Aug. 24, 2009 Oct. 5, 2009
Renewed version in stores
PET500ml ¥147 (Tax Included)

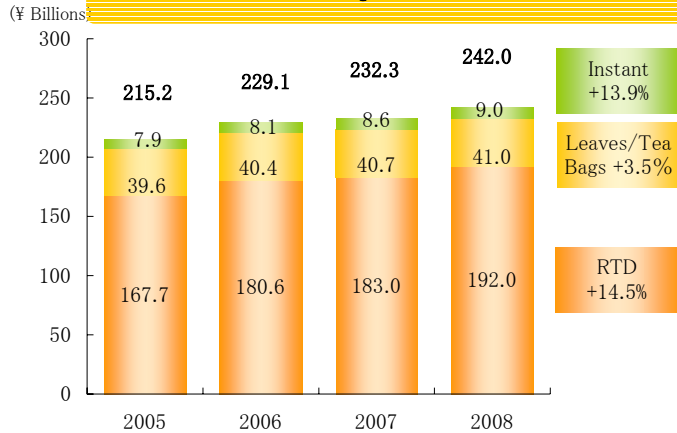
- Use 100% domestic first flush leaves for more pleasant aroma
- Use 100% domestic newly cropped brown rice for fresher roasted aroma

20周年
さらにおいしく
さらに香りよく

6. Black Tea

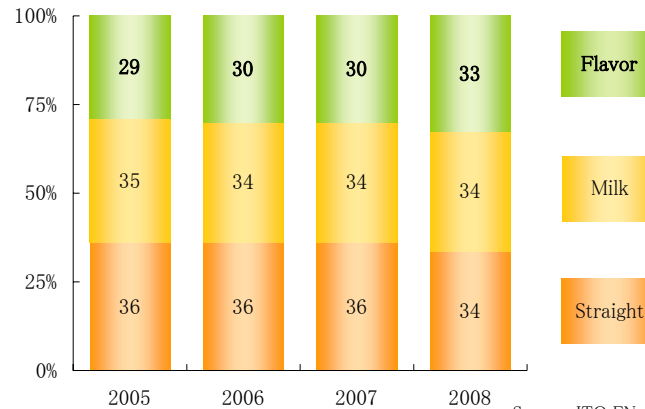
Black Tea Market (Sales Basis)

The Market is Growing +12.5% from 2005 to 2008



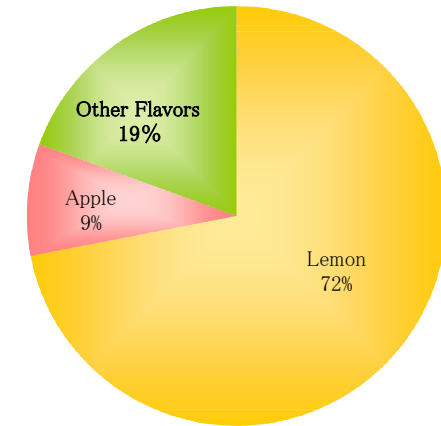
Type of RTD Black Tea (Sales Basis)

Flavored Black Tea is Leading the Domestic Market Growth



Source: ITO EN, LTD.

RTD Flavored Black Tea (Sales Basis)



Source: ITO EN, LTD.
Period: January to December 2008

TEAS' TEA, Jointly Developed with ITO EN (North America) INC.

Merge of Technology & Procurement Power Grown in Japan
and "Sense of Flavor" Cultivated in New York



Fresh Aroma of Bergamot & Orange
Harmonizes with Black Tea



◆Bergamot & Orange Tea
Aug. 3, 2009 in stores



Earl Grey tea with a flavor derived from the bergamot orange is popular for a long time.

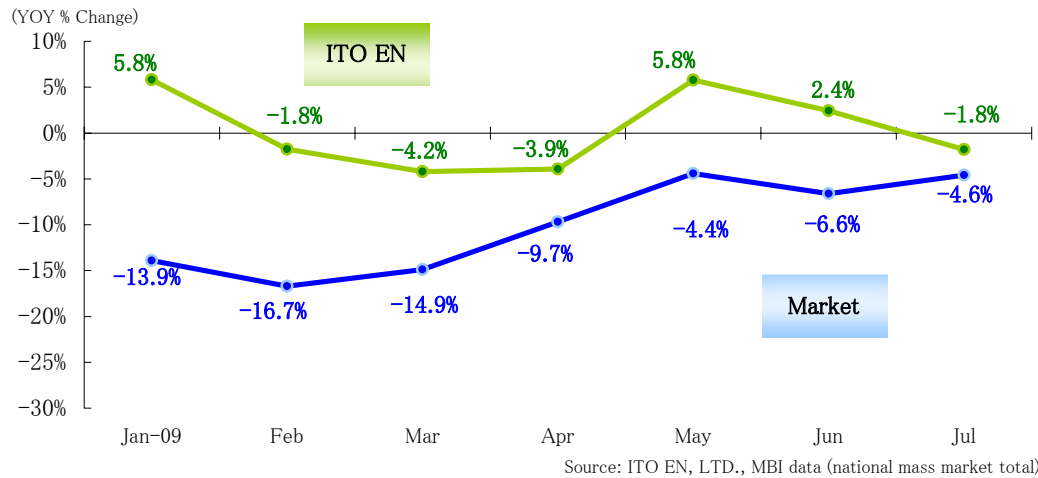
Launching Leaf Products
As Well

◆Tea Bags & Instant Tea
Sep. 7, 2009 in stores

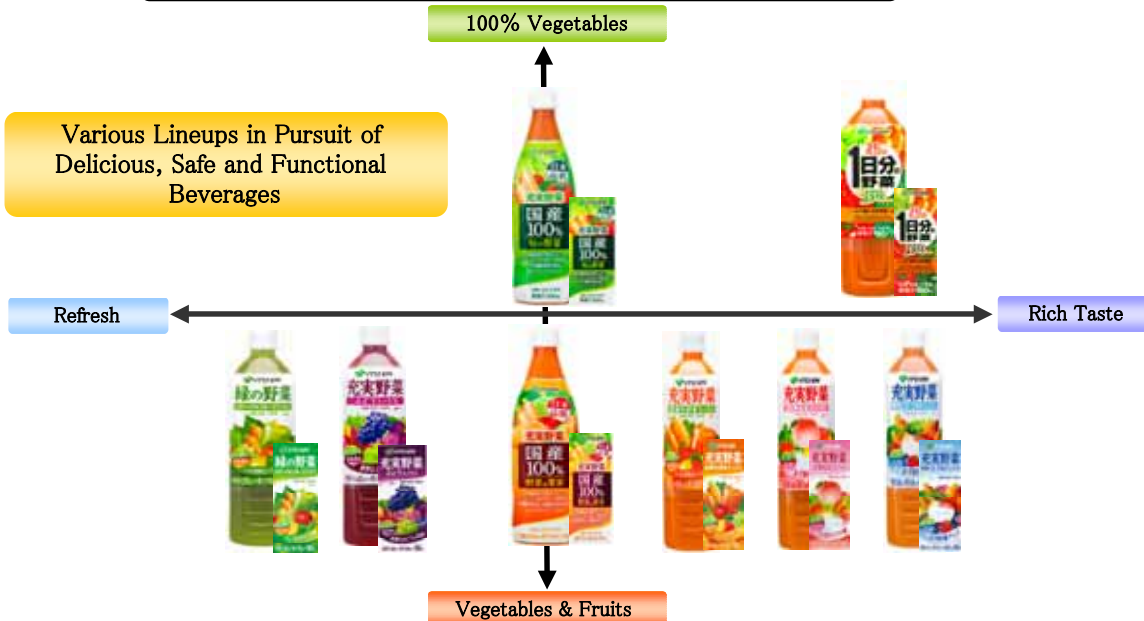


7. Vegetable / Carbonated Beverages

Vegetable Beverages Market Overview (Volume Basis)



Products Portfolio



Expand Carbonated Beverages Lineup

Mineral Cider (soda with minerals)



Sep. 14, 2009 in stores
PET500ml
¥147 (Tax included)

~Carbonated Beverages for Health~

"Food with Nutrient Function Claims" with Minerals
(Calcium & Magnesium)

(Content: Calcium 210mg,
Magnesium 75mg/PET500ml)

Vitamin Fruits Sparkling



Sep. 14, 2009 in stores
PET350ml
¥158 (Tax included)

~Product for Autumn & Winter~

◆ *Ripe Grape*
Blended red grapes with rich taste

◆ *Ripe Apple*
Fine aroma with fresh and ripeness

Food with nutrient function claims
with Vitamin C
(Vitamine C 250mg/PET350ml)

Advisory Note about the Materials

The current plans, forecasts, strategy, etc. outlined in these materials have not yet been realized and are based upon ITO EN management's best judgement given current obtainable information. Therefore, given only this forecasted information, please refrain from interpreting these materials as grounds for general conclusion. Please acknowledge that, depending on various important factors, actual operating results can be quite different from what has been projected. The following are some principal factors that affect actual operating results: 1) Weather, especially summer temperatures; 2) Product mishaps or accidents, such as products being found containing foreign substances or impurities; 3) The economic conditions, particularly shifting consumer trends, surrounding ITO EN's operating environment; 4) In the midst an intensely competitive market characterized by things such as easily changing consumer tastes and preferences, the ability of ITO EN to continue the planning and development of products and services that meet customers' expectations. However, it should be noted that factors influencing operating results are not limited to these alone. The purpose of the materials you have received is to provide the means for a more thorough understanding of ITO EN and should not necessarily be regarded as a recommendation to invest. Furthermore, the data in these materials is based on what we believe is the most accurate information. However, please understand that even without advance notice, both past data and future forecasts may be revised.