

January 8, 2010

**DECEMBER 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 : December 1, 2009 ~ December 31, 2009 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		-3.6	-0.8	-	-
Tea Leaves		0.5	1.5	-	-
Drinks		-4.0	-1.0	5.4	3.6
Breakdown of Drinks	Japanese Tea	-7.3	-1.4	2.5	3.3
	Chinese Tea	41.8	6.6	71.9	15.7
	Vegetable	-7.3	-4.1	-3.6	-2.1
	Fruit	-7.7	-18.5	-2.2	-15.3
	Coffee	-1.6	8.8	-5.1	12.6
	Black Tea	77.5	58.1	70.5	60.0
	Functional	-25.4	-17.9	-15.9	-14.5
	Mineral Water	-29.2	-13.8	-25.7	-9.8

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.