

February 4, 2010

**JANUARY 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 : January 1, 2010 ~ January 31, 2010 >

< Total : May 1, 2009 ~ January 31, 2010 >

(YOY % Change)

|                     |               | Sales Base |       | Volume Base |       |
|---------------------|---------------|------------|-------|-------------|-------|
|                     |               | Monthly    | Total | Monthly     | Total |
| Total Sales         |               | 0.1        | -0.7  | -           | -     |
| Tea Leaves          |               | 1.5        | 1.2   | -           | -     |
| Drinks              |               | 0.1        | -0.9  | 8.8         | 4.0   |
| Breakdown of Drinks | Japanese Tea  | -3.7       | -1.6  | 4.1         | 3.3   |
|                     | Chinese Tea   | 40.5       | 8.2   | 61.6        | 17.7  |
|                     | Vegetable     | -9.1       | -4.4  | -7.6        | -2.6  |
|                     | Fruit         | -2.5       | -17.3 | -0.8        | -14.3 |
|                     | Coffee        | 4.6        | 8.6   | 7.2         | 12.6  |
|                     | Black Tea     | 90.8       | 61.3  | 81.5        | 62.2  |
|                     | Functional    | -16.9      | -17.1 | -10.4       | -14.0 |
|                     | Mineral Water | -3.9       | -13.0 | 42.3        | -5.6  |

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.