

March 2, 2010

FEBRUARY 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 : February 1, 2010 ~ February 28, 2010 >

< Total : May 1, 2009 ~ February 28, 2010 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		1.0	-0.6	-	-
Tea Leaves		-2.3	0.8	-	-
Drinks		1.8	-0.8	8.4	4.4
Breakdown of Drinks	Japanese Tea	-4.6	-1.8	2.2	3.2
	Chinese Tea	5.1	8.0	13.2	17.5
	Vegetable	3.2	-3.9	5.5	-1.7
	Fruit	-10.5	-17.0	-2.5	-13.5
	Coffee	12.1	8.8	11.8	12.3
	Black Tea	196.2	70.9	183.8	71.0
	Functional	-14.3	-17.2	-10.5	-14.7
	Mineral Water	-11.1	-12.8	36.5	-0.7

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.

Note 2: Amounts are estimated and therefore may vary from actual figures.