

April 6, 2010

MARCH 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 : March 1, 2010 ~ March 31, 2010 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		5.6	-0.1	-	-
Tea Leaves		2.7	1.0	-	-
Drinks		6.7	-0.2	13.0	4.7
Breakdown of Drinks	Japanese Tea	1.9	-1.5	11.6	3.9
	Chinese Tea	15.9	8.9	24.2	18.2
	Vegetable	0.7	-3.5	5.3	-1.2
	Fruit	-25.7	-17.7	-9.9	-13.3
	Coffee	27.8	10.3	33.3	14.0
	Black Tea	174.1	79.0	167.6	78.9
	Functional	-2.2	-16.5	1.7	-14.2
	Mineral Water	2.5	-12.0	-20.6	-12.2

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.