

August 3, 2010

**JULY ESTIMATED NON-CONSOLIDATED**  
**MONTHLY SALES OF ITO EN**  
**( FOR THE FISCAL YEAR ENDING APRIL 30, 2011 )**

The estimated non-consolidated monthly sales of ITO EN is released as below.

< Monthly : July 1, 2010 ~ July 31, 2010 >

< Total : May 1, 2010 ~ July 31, 2010 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		12.7	9.1	-	-
Tea Leaves		5.1	3.7	-	-
Drinks		13.7	9.6	16.5	11.4
Breakdown of Drinks	Japanese Tea	7.9	3.4	12.8	7.4
	Chinese Tea	27.2	23.0	32.6	23.0
	Vegetable	10.3	10.2	17.5	16.5
	Fruit	14.8	-3.1	21.0	1.5
	Coffee	7.7	20.0	6.5	18.7
	Black Tea	202.6	226.9	129.3	179.7
	Functional	10.5	4.1	25.2	15.6
	Mineral Water	21.3	14.3	-10.7	-16.5

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.