

September 2, 2010

AUGUST 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 : August 1, 2010 ~ August 31, 2010 >

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

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		10.8	8.9	-	-
Tea Leaves		10.1	5.1	-	-
Drinks		11.3	9.2	15.5	12.8
Breakdown of Drinks	Japanese Tea	6.4	2.9	13.6	9.8
	Chinese Tea	38.0	27.2	30.1	22.6
	Vegetable	15.5	12.2	21.0	18.4
	Fruit	9.5	0.2	13.2	3.4
	Coffee	11.2	17.1	11.8	16.5
	Black Tea	18.5	119.4	18.1	103.8
	Functional	16.7	6.3	26.9	15.4
	Mineral Water	26.4	17.5	-4.7	-13.3

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.