

December 6, 2010

NOVEMBER 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 : November 1, 2010 ~ November 30, 2010 >

< Total : May 1, 2010 ~ November 30, 2010 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		5.5	7.9	-	-
Tea Leaves		-1.4	3.4	-	-
Drinks		6.8	8.4	7.6	12.2
Breakdown of Drinks	Japanese Tea	-1.1	1.8	3.4	9.0
	Chinese Tea	1.4	23.0	5.1	22.1
	Vegetable	14.9	11.7	24.9	18.9
	Fruit	-20.9	1.2	-17.9	3.8
	Coffee	17.5	16.9	10.2	14.2
	Black Tea	65.0	76.8	68.1	73.3
	Functional	-17.4	2.9	-11.9	7.9
	Mineral Water	39.9	25.7	-10.5	-11.2

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.