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Announcement of Financial Results for
the First Quarter of the Fiscal Year Ending April 30, 2011 :
Supplementary Materials

September 2010

1. Results of Operations

		First Quarter Total (May-July)			Annual Total (May-April)			
		For the Year Ended April 30, 2010	For the Year Ending April 30, 2011		For the Year Ended April 30, 2010	For the Year Ending April 30, 2011 (Est.)		
		¥ Million	¥ Million	YOY % Change	¥ Million	¥ Million	YOY % Change	
Consolidated	Net Sales		89,708	97,077	8.2%	332,984	340,000	2.1%
	Gross Profit		43,903	46,707	6.4%	163,393	166,780	2.1%
	Selling, General and Administrative Expenses		39,839	40,756	2.3%	150,940	153,580	1.8%
	Operating Income		4,064	5,950	46.4%	12,453	13,200	6.0%
	Ordinary Income		3,886	5,504	41.6%	11,679	12,100	3.6%
	Extraordinary Expenses and Income		-13	-333	-	-506	-563	-
	Net Income		1,953	2,648	35.6%	5,996	6,200	3.4%
	E P S	Common Stock	¥15.70	¥21.41	36.4%	¥45.44	¥47.33	4.2%
^[1] Class-A Preferred Stock		¥15.70	¥21.41	36.4%	¥55.41	¥57.33	3.5%	
Non-Consolidated	Net Sales		84,677	91,633	8.2%	312,766	318,580	1.9%
	Operating Income		3,907	5,437	39.2%	11,297	12,000	6.2%
	Ordinary Income		4,289	5,460	27.3%	11,119	11,500	3.4%
	Net Income		2,505	3,030	21.0%	6,304	6,450	2.3%
	Cash Dividends per Share	Common Stock	-	-	-	¥38.00	¥38.00	-
		Class-A Preferred Stock	-	-	-	¥48.00	¥48.00	-
	E P S	Common Stock	¥20.14	¥24.49	21.6%	¥47.92	¥49.35	3.0%
^[1] Class-A Preferred Stock		¥20.14	¥24.49	21.6%	¥57.89	¥59.35	2.5%	

[1] For the above information per share of Class-A Preferred Stock, as there were no dividend payments within the first quarter of the current fiscal year, there are the same amount as those of information per share of common stock.

2. Results and Forecasts by Product Category (Non-Consolidated)

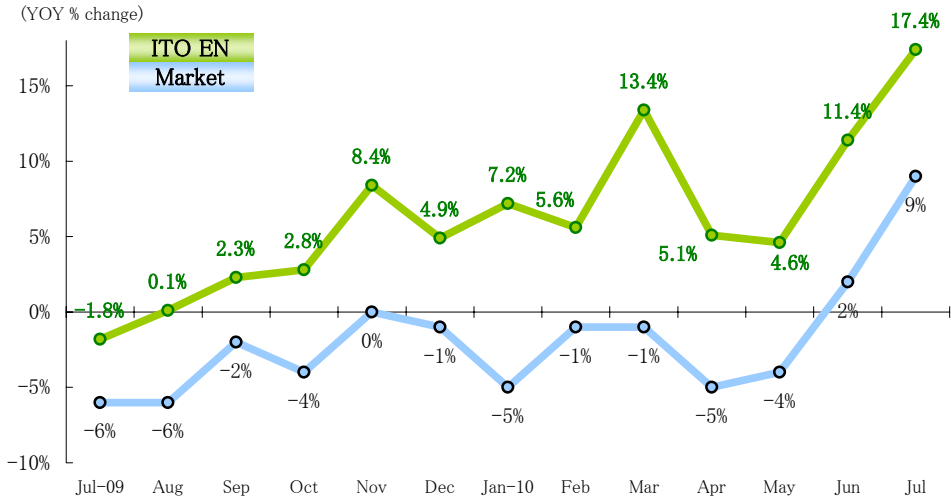
		First Quarter Total (May-July)					Annual Total (May-April)				
		For the Year Ended April 30, 2010		For the Year Ending April 30, 2011			For the Year Ended April 30, 2010		For the Year Ending April 30, 2011 Est.		
		¥ Million	Sales Composition	¥ Million	Sales Composition	YOY % Change	¥ Million	Sales Composition	¥ Million	Sales Composition	YOY % Change
Net Sales		84,677	100.0%	91,633	100.0%	8.2%	312,766	100.0%	318,580	100.0%	1.9%
Breakdown	Tea Leaves	7,380	8.7%	7,665	8.4%	3.9%	30,152	9.6%	30,715	9.6%	1.9%
	Drinks	76,465	90.3%	82,912	90.4%	8.4%	278,541	89.1%	283,937	89.1%	1.9%
	Others	831	1.0%	1,055	1.2%	27.0%	4,072	1.3%	3,926	1.2%	-3.6%
Drinks	Japanese Tea	45,267	53.5%	45,832	49.9%	1.2%	158,811	50.8%	158,954	49.9%	0.1%
	Chinese Tea	3,928	4.6%	4,842	5.3%	23.2%	14,492	4.6%	15,154	4.8%	4.6%
	Vegetable	9,329	11.0%	10,348	11.3%	10.9%	34,495	11.0%	34,052	10.7%	-1.3%
	Fruit	4,486	5.3%	4,369	4.8%	-2.6%	14,467	4.6%	13,649	4.3%	-5.7%
	Coffee	4,865	5.7%	5,784	6.3%	18.9%	21,353	6.8%	24,435	7.7%	14.4%
	Black Tea	1,143	1.4%	3,677	4.0%	221.7%	10,467	3.3%	13,472	4.2%	28.7%
	Functional	1,663	2.0%	1,671	1.8%	0.5%	5,194	1.7%	4,923	1.5%	-5.2%
	Mineral Water	3,187	3.8%	3,654	4.0%	14.6%	10,525	3.4%	11,127	3.5%	5.7%
	Others	2,593	3.1%	2,730	3.0%	5.3%	8,732	2.8%	8,166	2.6%	-6.5%

3. Results and Forecasts by Packaging (Non-Consolidated)

		First Quarter Total (May-July)					Annual Total (May-April)				
		For the Year Ended April 30, 2010		For the Year Ending April 30, 2011			For the Year Ended April 30, 2010		For the Year Ending April 30, 2011 Est.		
		Thousand Cases	Sales Composition	Thousand Cases	Sales Composition	YOY % Change	Thousand Cases	Sales Composition	Thousand Cases	Sales Composition	YOY % Change
Total		49,053	100.0%	54,837	100.0%	11.8%	177,543	100.0%	177,797	100.0%	0.1%
Containers	Cans	5,490	11.2%	5,815	10.6%	5.9%	20,055	11.3%	20,132	11.3%	0.4%
	Total Plastic (PET) bottles	39,321	80.2%	44,014	80.3%	11.9%	142,484	80.3%	141,975	79.9%	-0.4%
	2L PET bottles	13,066	26.6%	14,747	26.9%	12.9%	45,912	25.9%	43,944	24.7%	-4.3%
	500ml PET bottles	16,188	33.0%	18,623	34.0%	15.0%	55,117	31.0%	57,815	32.5%	4.9%
	350ml or smaller PET bottles	5,898	12.0%	6,294	11.5%	6.7%	26,624	15.0%	28,288	15.9%	6.2%
	Other PET bottles	4,167	8.5%	4,348	7.9%	4.3%	14,828	8.4%	11,927	6.7%	-19.6%
	Cartons	3,544	7.2%	4,332	7.9%	22.3%	13,081	7.4%	14,027	7.9%	7.2%
	Others	741	1.5%	675	1.2%	-9.0%	1,922	1.1%	1,663	0.9%	-13.5%

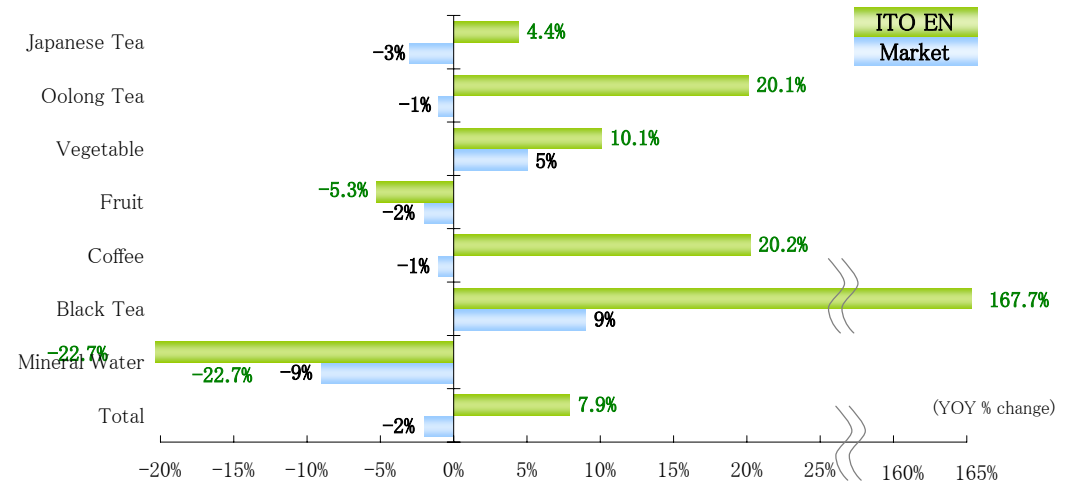
4. Market Overview

Monthly Sales Trends (volume basis)



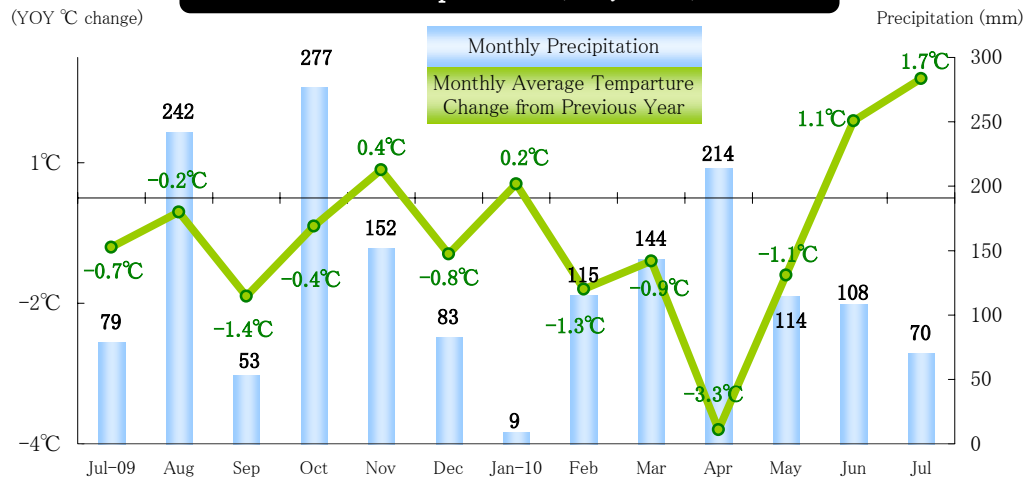
Source: ITO EN

Beverage Market by Category (volume basis)



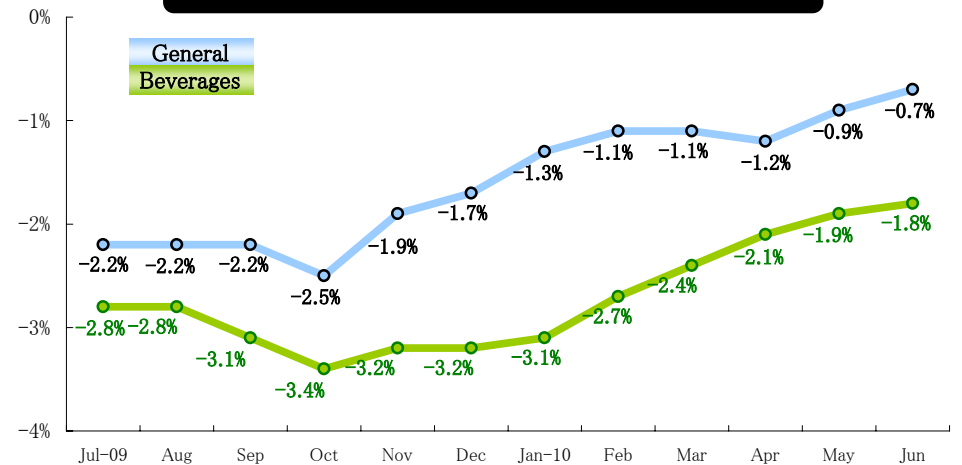
Source: ITO EN Period: January to Jun 2010

Trends in Average Monthly Temperatures and Precipitation (Tokyo area)



Source: Japan Meteorological Agency, ITO EN

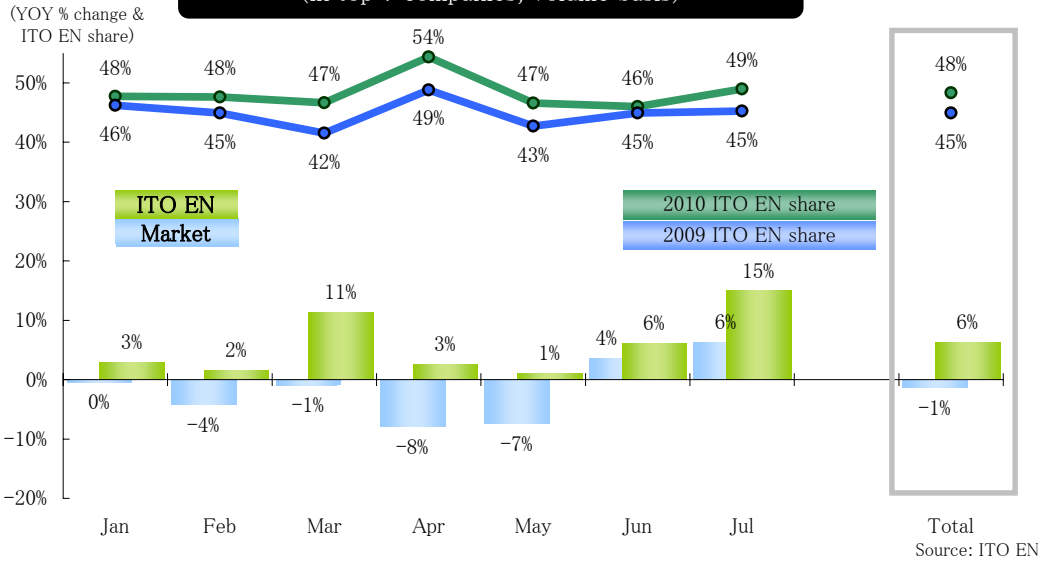
Consumer Price Index Change from previous year



Source: Statistics Bureau, Ministry of Internal Affairs and Communications, 2005-Base.

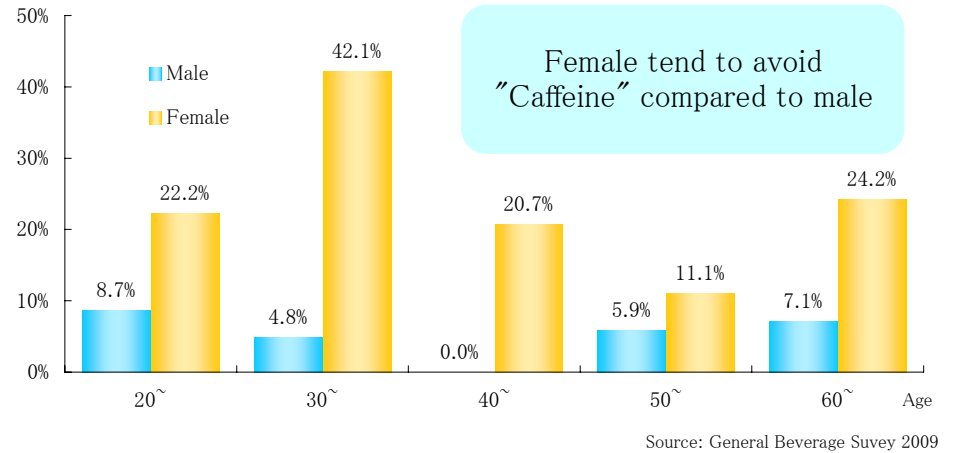
5. RTD Green Tea

Market Overview (in top 7 companies, volume basis)



Product Developments to Meet the Needs

The Ratio of people who decreased drink RTD Green Tea because of Caffeine



Promote Eco-Friendly Productions

~ Improve Bottles & Production Method of 『Oi Ocha』 ~

Bottle

Bottle about **30% lighter**
26g→19g

Label thickness **thinner**
45 μ m→20 μ m



Production

Non-sterilant filling system under bottle sterilization

Reduce water resource & drainage to flush disinfectants off

Environmental load reduction

Materials cost reduction

~ Development of Low-Caffeine Products ~

Oi ocha Gyokuro no Umami (rich taste)

9/13 renewal
500ml
¥140 (tax excluded)

◆ Reduced bitter or astringent taste for mild taste

◆ More fresh & sweet aroma



Oi Ocha Maroyaka (mild)

8/23 released (convenience stores only)
500ml
¥140 (tax excluded)

Lower caffeine by 50%

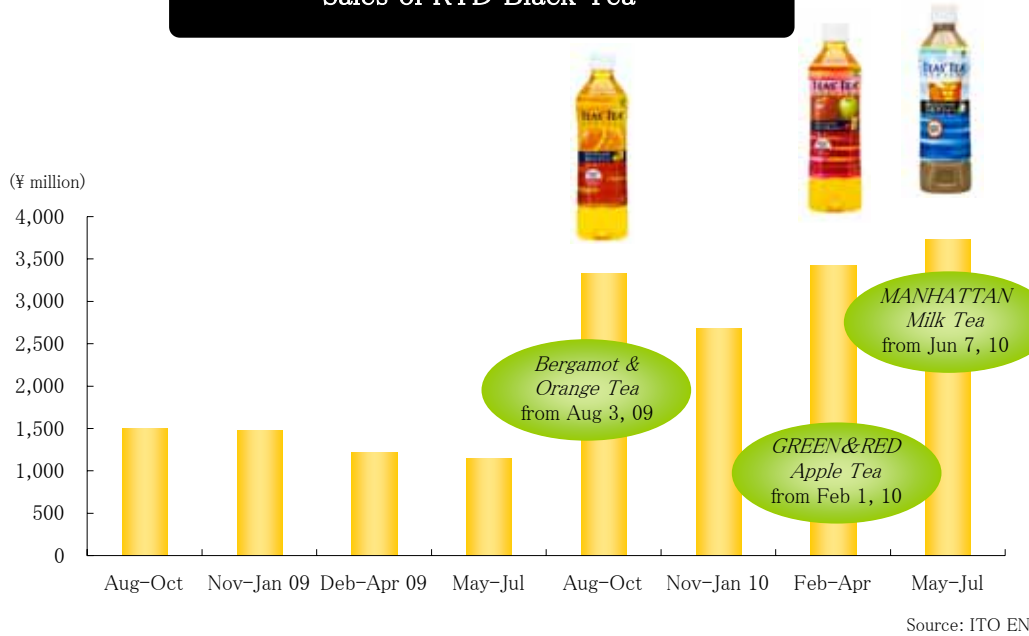
◆ New bland taste

◆ Sophisticated flavor without bitter or astringent taste

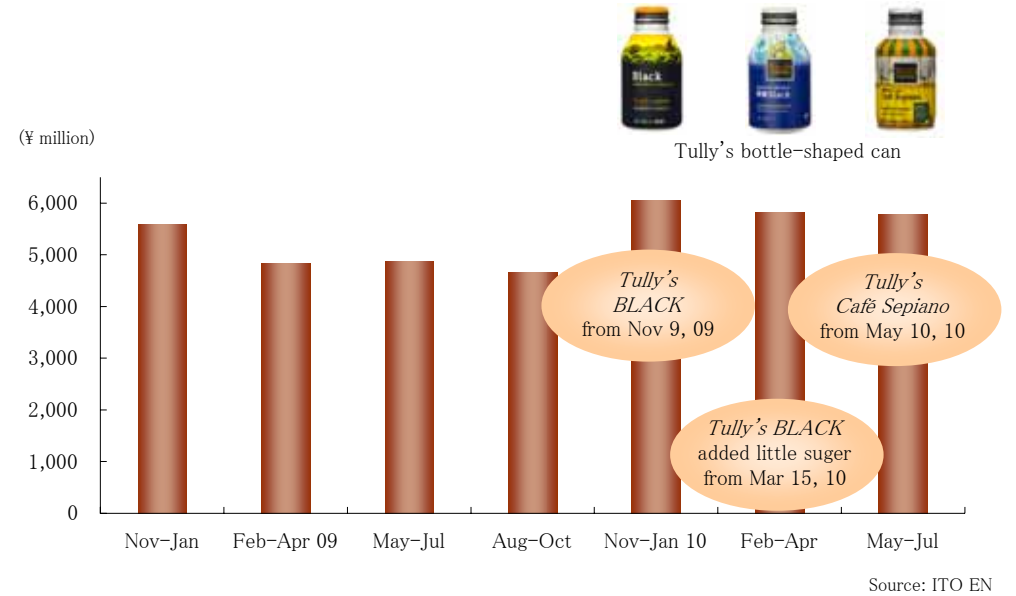


6. TEAS' TEA & TULLY'S COFFEE

Sales of RTD Black Tea



Sales of RTD Coffe



~ Branding the TEAS' TEA ~

Bergamot & Orange Tea



Jul 26
renewal
500ml
¥140 (tax excluded)

- ◆ Low-calorie
- ◆ Mild finish with pleasant aroma

Reduced caffeine by 50%

↓
by 80%

Strengthen Advertisements



~ Establish the TULLY'S COFFEE brand ~

TULLY'S COFFEE Specialty ESPRESSO



Aug 2 released
200ml
¥150 (tax excluded)

- ◆ Roasted in Japan & deoxidation method
- ◆ Rich aroma with moderately bitter taste

Sales area : 20 prefectures



Nationwide

Improve the Flavor &
the Tully's Brand Awareness

Advisory Note about the Materials

The current plans, forecasts, strategy, etc. outlined in these materials have not yet been realized and are based upon ITO EN management's best judgement given current obtainable information. Therefore, given only this forecasted information, please refrain from interpreting these materials as grounds for general conclusion. Please acknowledge that, depending on various important factors, actual operating results can be quite different from what has been projected. The following are some principal factors that affect actual operating results: 1) Weather, especially summer temperatures; 2) Product mishaps or accidents, such as products being found containing foreign substances or impurities; 3) The economic conditions, particularly shifting consumer trends, surrounding ITO EN's operating environment; 4) In the midst an intensely competitive market characterized by things such as easily changing consumer tastes and preferences, the ability of ITO EN to continue the planning and development of products and services that meet customers' expectations. However, it should be noted that factors influencing operating results are not limited to these alone. The purpose of the materials you have received is to provide the means for a more thorough understanding of ITO EN and should not necessarily be regarded as a recommendation to invest. Furthermore, the data in these materials is based on what we believe is the most accurate information. However, please understand that even without advance notice, both past data and future forecasts may be revised.