

December 7, 2011

NOVEMBER ESTIMATED NON-CONSOLIDATED
MONTHLY SALES OF ITO EN
(FOR THE FISCAL YEAR ENDING APRIL 30, 2012)

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

< Monthly : November 1, 2011 ~ November 30, 2011 >

< Total : May 1, 2011 ~ November 30, 2011 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		0.3	0.1	-	-
Tea Leaves		-6.6	-6.3	-	-
Drinks		1.0	0.6	5.2	2.6
Breakdown of Drinks	Japanese Tea	1.9	1.9	4.9	3.4
	Chinese Tea	1.5	-9.2	9.6	-9.5
	Vegetable	8.3	5.8	16.5	12.6
	Fruit	-1.6	-10.6	0.6	-5.3
	Coffee	-24.0	-0.4	-25.8	-4.7
	Black Tea	-12.3	3.4	-16.0	0.0
	Functional	40.2	20.4	25.4	9.7
	Mineral Water	3.3	-27.9	10.8	-2.1

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.