

FOR IMMEDIATE RELEASE

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Kissei Pharmaceutical Co., Ltd.

Eisai Co., Ltd.

**Kissei and Eisai Sign License Agreement for *Urief*[®],
A Treatment for Dysuria Associated with Benign Prostatic Hyperplasia
for ASEAN Countries, India, and Sri Lanka**

Kissei Pharmaceutical Co., Ltd. (Headquarters: Matsumoto City, Nagano, President & CEO: Mutsuo Kanzawa: “Kissei”) and Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito: “Eisai”) announced the conclusion of a license agreement for *Urief*[®] (generic name: silodosin), a treatment for dysuria associated with benign prostatic hyperplasia (BPH) originally discovered and developed by Kissei. With this agreement, Eisai obtained the exclusive rights for development and marketing of *Urief*[®] in ten ASEAN countries, as well as India and Sri Lanka.

Urief[®] is a selective alpha 1A-adrenergic receptor antagonist originally discovered and developed by Kissei. By selectively blocking alpha 1A-adrenergic receptors that are primarily distributed in the prostate gland, *Urief*[®] reduces urethral resistance by relaxing certain muscles of the prostate gland, thereby improving dysuria associated with BPH. Compared with existing drugs, *Urief*[®] offers faster onset of pharmacological effect and improves not only voiding symptoms such as hesitancy in initiating urination, but also storage symptoms such as frequent urination and urgency of urination. *Urief*[®] has been available on the Japanese market since 2006. The compound also received approval in South Korea in April 2008, and in the United States in October 2008, and is in preparation for launch. In Europe, the compound was submitted to the relevant authorities for approval in Europe in November 2008, and in China in December 2008.

Kissei has been actively promoting international deployment through out-licensing activities of its original products. This license agreement for *Urief*[®] with Eisai for new territories will enable Kissei to contribute to the improvement of Quality of Life for more people with urination difficulties.

Eisai is increasing its presence in the ASEAN countries and India with its global products including *Aricept*[®], the treatment of Alzheimer’s disease, and *Pariet*[®], a proton pump inhibitor. The company will continue to actively enrich its strategic product portfolio that matches the needs of the region.

Kissei and Eisai aim to launch *Urief*[®] in the territories as early as possible and to make further contributions to improving patients’ value.

In 2007, both companies signed a license agreement and Eisai obtained the exclusive rights for development and marketing of *Glufast*[®], a rapid acting insulin secretagogue originally discovered and developed by Kissei, in ten ASEAN countries and China. The compound has been filed by Eisai for approval in Indonesia, Malaysia, the Philippines, Singapore, and Thailand.

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