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Eisai Co., Ltd.

**EISAI ANNOUNCES LAUNCH OF CHOCOLA BB® SPARKLING + FIBER,
CONTAINING 5 INGREDIENTS THAT HELP BRING OUT BEAUTY FROM WITHIN**
INCLUDES DIETARY FIBER EQUIVALENT TO 1.6 CELERY STALKS

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that it will launch the new carbonated supplement drink Chocola BB® Sparkling + Fiber (read as "Plus Fiber"; Food with Nutrient Function Claims [Niacin]) at convenience stores and train station kiosks throughout Japan on Monday, March 4.

Chocola BB Sparkling + Fiber is a new carbonated supplement drink that contains 2.4 g of dietary fiber (equivalent to 1.6 celery stalks) in addition to collagen, niacin, vitamin B₆, and 1,000 mg of vitamin C. The drink is orange-and-mango-flavored for a rich, sweet yet mellow taste and is a member of the same Chocola BB Sparkling series as Chocola BB Sparkling Grapefruit & Peach and Chocola BB Sparkling White Grape, both of which have been well-received since launch. The inclusion of dietary fiber and other beauty ingredients in this latest addition to the series is intended as a response to the needs of discerning, beauty-conscious women.

In recent years, a trend toward a lack of dietary fiber in daily eating habits, here defined as being under the recommended daily intake^{*1}, has been observed among Japanese women in their twenties and thirties in particular. This has been attributed to an unbalanced diet brought about by Westernized lifestyles, dieting, and other factors. Furthermore, with dietary fiber increasingly being recognized as an important ingredient for maintaining optimal health and beauty, there is also a growing awareness among women regarding the need for adequate daily dietary fiber intake.^{*2} The 2.4 g of dietary fiber contained in Chocola BB Sparkling + Fiber is enough to provide approximately half of the dietary fiber missing from the current daily fiber intake average among women in Japan. With a total of five beauty ingredients contained in every bottle, the drink targets female consumers who want to help bring out their beauty from within.

Eisai will continue to provide the Chocola BB family of products to address the diversified needs of female consumers and support an ever-growing number of consumers in achieving optimal health and beauty in their everyday lives.

*1 Dietary Intakes for Japanese (2010) and the 2008 National Health and Nutritional Survey

*2 Dentsu Wellness Project Consumer Research 2008 (500 female participants)

[Please refer to the following notes for a product outline and photograph.]

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<Notes to editors>

<Product Outline>

1. Product Name:

Chocola BB[®] Sparkling + Fiber (Food with Nutrient Function Claims [Niacin], carbonated beverage)

2. Nutrients (per 140 ml bottle):

Energy	63 kcal
Protein	0.1 g
Fat	0 g
Sugar	14 g
Dietary fiber	2.4 g
Sodium	46.5 mg
Vitamin C	1,000 mg
Niacin	20 mg
Vitamin B ₆	5 mg

3. Manufacturer's Suggested Retail Price (tax inclusive):

161 yen per bottle

4. Marketed By:

Eisai Co., Ltd.

<Product Photograph>

