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Call for Nominations for the 2009 C.A.R.E. Pharmacy Award

Eisai Inc. and the Alzheimer's Association Support Award to Recognize Critical Role of Pharmacists in Alzheimer's Care

Woodcliff Lake, NJ – June 1, 2009 – Eisai Inc., in coordination with the Alzheimer's Association, calls on individuals with Alzheimer's disease and their caregivers across America to nominate local pharmacists for the 2009 C.A.R.E. (Commitment to Alzheimer's. Recognition of Excellence.) Pharmacy Award. This award recognizes the vital role that pharmacists play in helping as many as 5.3 million Americans living with Alzheimer's disease and their 10 million caregivers.¹

Now in its ninth year, the C.A.R.E. Pharmacy Award reflects Eisai's *human health care (hhc)* mission, which regards patients and their families as the most important participants in the health care process. The C.A.R.E. Pharmacy Award is one way for people with the disease and caregivers to acknowledge the extraordinary efforts of community pharmacists and their impact on the lives of people affected by Alzheimer's disease.

"Alzheimer's is a disease that affects both patients and their caregivers, and Eisai's commitment to the patient and caregiver communities is unwavering," said Cynthia Schwalm, President of Eisai Inc. "We recognize the integral role that community pharmacists play in each patient's treatment and care, providing ongoing monitoring, counseling and support. The C.A.R.E. Pharmacy Award allows us to acknowledge their efforts and showcase best practices in caregiving techniques. We are proud to be working with the Alzheimer's Association to honor the extraordinary contributions of pharmacists who are making a difference in the lives of people affected by Alzheimer's disease."

In addition to being recognized, the winning pharmacist's local Alzheimer's Association chapter will receive a \$1,500 donation for its vital support programs. Another \$1,500 donation will go to the Alzheimer's Association chapters located in the areas from which the most nominations are submitted.

“The Alzheimer’s Association is excited to partner again with Eisai to recognize pharmacists who actively participate as part of the team of care providers for those with Alzheimer’s disease,” said Elizabeth Gould, MSW, director of quality care programs for the Alzheimer’s Association. “We commend pharmacists who take the time to build relationships with their patients living with Alzheimer’s and their caregivers, helping to educate them about Alzheimer’s disease and enhancing the support they receive.”

How to Nominate a Pharmacist

Alzheimer’s patients and caregivers can nominate pharmacists through September 2009 by visiting www.carepharmacyaward.com. To be eligible, nominees must be licensed pharmacists involved in activities within the last year that have helped people with Alzheimer’s disease, and these activities must have had a positive effect on patients and/or their families. A full description of the award and nomination criteria can be found at www.carepharmacyaward.com.

The winning pharmacist will be selected in October from the nominee pool by a panel of three judges. One judge is a director at the Alzheimer’s Association’s national office. The other two judges are past winners of this award. Each has spent more than 20 years improving the care of people with Alzheimer’s disease through educational, advocacy and caregiver support programs.

About Eisai Inc.

Eisai Inc. is a U.S. pharmaceutical subsidiary of Eisai Co., Ltd., a research-based *human health care (hhc)* company that discovers, develops and markets products throughout the world. Eisai focuses its efforts in three therapeutic areas: neurology, gastrointestinal disorders and oncology/critical care. Established in 1995 and ranked among the top-20 U.S. pharmaceutical companies (based on retail sales), Eisai Inc. began marketing its first product in the United States in 1997 and has rapidly grown to become an integrated pharmaceutical business with fiscal year 2008 (year ended March 31, 2009) sales of approximately \$3.7 billion, including the results of the acquisition of MGI PHARMA, INC.

Eisai Inc. employs approximately 1,900 people at its headquarters in Woodcliff Lake, NJ, at its state-of-the-art pharmaceutical production and formulation research and development facility in Research Triangle Park, NC, and in the field. For more information about Eisai, please visit www.eisai.com.

About the Alzheimer’s Association

The Alzheimer’s Association is the leading voluntary health organization in Alzheimer’s research, care and support. Our mission is to eliminate Alzheimer’s disease through the advancement of research, provide and enhance care and support for all affected, and reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer’s. For more information, visit www.alz.org.

Reference: 1. Alzheimer’s Association. *Alzheimer’s Disease Facts and Figures*. 2009:10,65.