



Contact: Suzanne Grogan
Senior Manager, U.S. Corporate Communications
Eisai Inc.
201/746-2083

Contact: Meg Alexander
Chandler Chicco Agency
212/229-8437

**Eisai Inc. and the Alzheimer's Association Announce the Winner of the
C.A.R.E. Pharmacy Award**

***C.A.R.E. (Commitment to Alzheimer's. Recognition of Excellence.) Pharmacy Award Honors
a Pharmacist's Exemplary Patient Care in the Treatment of Alzheimer's Disease***

Woodcliff Lake, NJ – November 24, 2008 – Eisai Inc., in coordination with the Alzheimer's Association, announced today the recipient of the C.A.R.E. (Commitment to Alzheimer's. Recognition of Excellence.) Pharmacy Award. The C.A.R.E. Pharmacy Award acknowledges a pharmacist who has been nominated by a person with Alzheimer's disease or a caregiver for his or her exceptional impact on the lives of those fighting this disease. The award was established to recognize the critical role that pharmacists play in supporting people with Alzheimer's disease and their families.

The C.A.R.E. Pharmacy Award is a reflection of the Eisai *human health care (hhc)* mission, which regards patients and their families as the most important participants in the health care process. Eisai is proud to be in its eighth year of recognizing a pharmacist for this accomplishment and is excited to have been joined by the Alzheimer's Association for the 2008 award.

The recipient of the 2008 C.A.R.E. Pharmacy Award is Tracey Pierce, RPh, CGP, FASCP. Tracey is a clinical pharmacist with Blanchard Valley Hospital in Findlay, Ohio, and a preceptor and associate clinical professor at Ohio Northern University Raabe College of Pharmacy. She donates countless hours each year conducting family education programs and consultations at health fairs. As an educator, she encourages her students to also participate in these programs. As expressed in her nomination, "Tracey is a true patient advocate."

"Alzheimer's is a disease that affects both patients and their caregivers. Eisai's commitment to the patient and caregiver communities is unwavering, and community pharmacists play an integral role in each patient's treatment and care, through ongoing monitoring, counseling and support," said Cynthia Schwalm, President of Eisai Inc. "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 recognize the outstanding efforts of pharmacists who are making a tangible difference in the lives of people affected by Alzheimer's disease."

“As a member of the C.A.R.E. Pharmacy Award selection committee, I saw the impressive contributions of nominated pharmacists who’ve worked cohesively as part of a team of care providers for those with Alzheimer’s disease,” said Peter Reed, PhD, senior director of programs for the Alzheimer’s Association. “We commend this year’s winner on her extraordinary efforts to build a relationship with those living with Alzheimer’s and their caregivers, helping to educate them about Alzheimer’s disease and enhancing the support they receive.”

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 2007 (year ended March 31, 2008) sales of approximately \$3 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 care, support and research. Our mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to 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.

###