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Contact: Sue Yeoh  
Chandler Chicco Agency  
212/229-8492

Suzanne Grogan  
Eisai Inc.  
201/746-2083

**Eisai Renews its Commitment to Responsible Healthcare Community Interactions  
in Accordance with the Revised PhRMA Marketing Code  
-- Commitment Reflects Eisai's *human health care (hbc)* Mission to Serve the Needs  
of Patients and Families --**

**Woodcliff Lake, NJ, July 10, 2008** - Eisai Inc., as a member company of the Pharmaceutical Research and Manufacturers of America (PhRMA), today announced that it has renewed its commitment to pursue policies and practices that best serve the needs of patients and the healthcare community in accordance with PhRMA's newly revised Code on Interactions with Healthcare Professionals.

The revised PhRMA Code, effective January 2009, builds upon improvements already made since its adoption and is part of an ongoing industry effort to ensure that pharmaceutical marketing practices comply with the highest ethical standards. The Code was first adopted in 2002 to govern the pharmaceutical industry's relationships with physicians and other healthcare professionals.

Hajime Shimizu, Chairman & CEO, Eisai Corporation of North America and Eisai Inc., and Board Director, PhRMA, stated, "The newly revised PhRMA Code is consistent with Eisai's established Charter of Business Conduct, which is founded on our *human health care (hbc)* mission to give first thought to patients and their families and to increasing the benefits that health care provides. Eisai strives to uphold the highest ethical and professional standards relevant to interactions with healthcare professionals."

The newly revised Code serves to reaffirm that interactions between company representatives and healthcare professionals remain focused on informing healthcare professionals about products, providing scientific and educational information and supporting medical research and education.

For complete information on PhRMA's Code on Interactions with Healthcare Professionals, please refer to the PhRMA web site at: [www.phrma.org](http://www.phrma.org).

**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 1,500 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](http://www.eisai.com).

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