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Eisai is a Human Health Care Corporation striving for innovative solutions in prevention, cure and care for the health and well-being of people worldwide. We combine our talents to understand and meet the needs of patients and their families to enhance the quality of life.

FOR IMMEDIATE RELEASE

No.09-04

February 23, 2009

Eisai Co., Ltd.

Eisai Introduces Nabolin[®] Felbinac 70 for severe shoulder pain and low back pain

Large-sized high-dose felbinac-containing anti-inflammatory analgesic patch

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito) announced today that it will launch a high-dose felbinac-containing anti-inflammatory analgesic patch “Nabolin[®] Felbinac 70” for shoulder pain associated with shoulder stiffness and low back pain on Tuesday, March 3.

Stiff shoulder is one of the common symptoms that women chronically have. Especially women aged 40 years and older recurrently show severe symptoms associated with poor blood circulation in muscular part or peripheral nerve stimulation. Stiff shoulder often produces pain from neck to back, and therefore those suffering from stiff shoulder use several patches at a time to alleviate the symptom.

Each patch of “Nabolin[®] Felbinac 70” contains 70mg of felbinac (non-steroid anti-inflammatory component), which is the highest dose as felbinac among non-prescription anti-inflammatory analgesic patches, to control pain or suppress inflammation. With its large size (10cm x 14cm) that can be applied to extensive affected area with pain and its stretchy and breathable material, “Nabolin[®] Felbinac 70” provides pain relief from severe stiff shoulder and supports active day to day life.

Eisai has so far launched OTC medicines for low back pain or stiff shoulder, including “Nabolin[®]”, “Nabolin[®] EB tablets”, and “Nabolin[®] S”. Through enhancement of a series of “Nabolin[®]” with the introduction of “Nabolin[®] Felbinac 70”, Eisai will make further contribution to increasing benefits of consumers, by addressing their variety of needs for severe symptoms of stiff shoulder or low back pain.

[Please see the following notes for the product information and image]

Contact:

PR Department

Eisai Co., Ltd.

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<Notes to Editor>

Product Information

Product Name:

“Nabolin[®] Felbinac 70” (pharmaceutical product)

Active Ingredients:

Felbinac 5mg (per 100g) (a patch of 10cm x 14cm contains 70mg of Felbinac)

Inactive Ingredients:

Natural rubber latex, diisopropanolamine, 2,6-Di-tert-butyl-4-methylphenol, 1-Menthol, Liquid paraffin, SBR synthetic rubber latex, sorbitan monooleate, crotamiton, 1,3-Butylene glycol, polybutene, methacrylic acid-acrylic acid n-butylcopolymer

Indications:

Shoulder pain associated with stiff shoulder, low back pain, arthritic pain, muscle pain, thecitis (pain and swelling of hand, wrist and ankle), elbow pain (e.g. tennis elbow), bruise, sprain

Dosage and Administration:

For adults and children (15 years and older):

Apply one Nabolin[®] Felbinac 70 patch to the affected area with limits of twice daily.

Nabolin[®] Felbinac 70 cannot be used for children under 15 years of age.

Suggested Retail Price (per package, including tax):

7 patches: 1,050 yen

20 patches: 2,415 yen

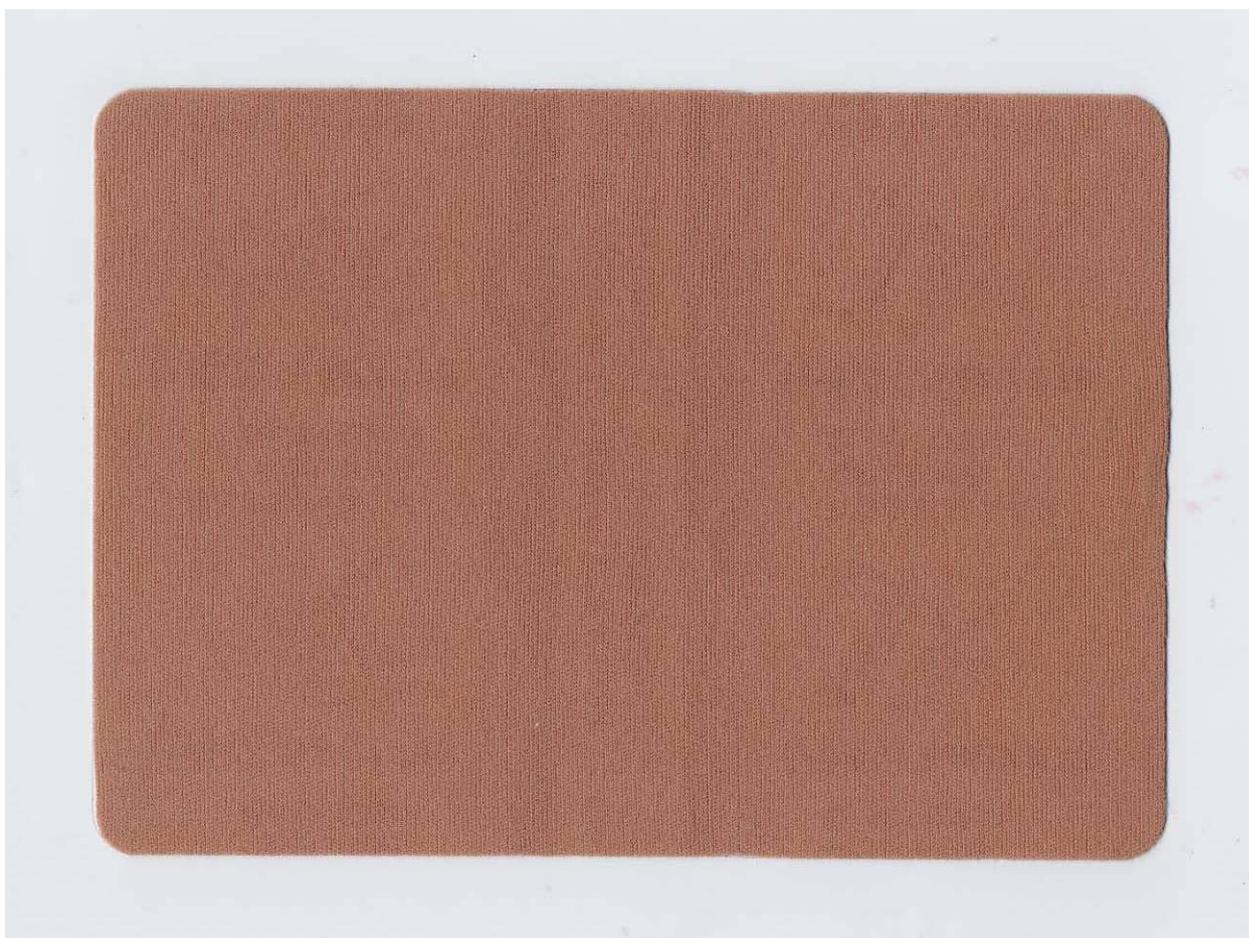
Production/Distribution: Kyukyu Pharmaceutical, Co., Ltd.

Sales: Eisai Co., Ltd.

<Product Image>



Product Package



Patch (actual size)