



Eisai Co., Ltd.

4-6-10 Koishikawa, Bunkyo-ku, Tokyo 112-8088, Japan

Phone: 03-3817-5120

Fax: 03-3811-3077

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. 09-50

December 1, 2009

Eisai Co., Ltd.

Eisai Launches New Oral Jelly Formulation of Aricept®

World's first oral jelly formulation for Alzheimer's disease treatment

Eisai Co., Ltd. (Headquarters: Tokyo, President and CEO: Haruo Naito) today announced the launch of a new formulation of its Alzheimer's disease (AD) treatment, Aricept® Oral Jelly 3mg, Aricept® Oral Jelly 5mg, and Aricept® Oral Jelly 10mg. The new products will be available on the Japanese market from December 2.

The new formulation of Aricept®, which was granted marketing authorisation by the Japanese Ministry of Health, Labour and Welfare on July 13, 2009, is the world's first oral jelly formulation of an AD treatment. It was listed on the NHI (National Health Insurance) drug price list on November 13 this year.

AD patients often have difficulties ingesting tablets or fine granule formulations due to a decline in their ability to swallow. The new formulation, flavoured with sweet honey lemon, will be easier for such patients to take as it has the right softness that can be broken up with the tongue and swallowed without water. As the jelly comes in a cup-shaped packet, it is able to be divided up with a spoon and administered to patients according to their ability to ingest or swallow.

Aricept® is an acetylcholinesterase inhibitor developed by Eisai. It increases brain levels of the neurotransmitter acetylcholine. It is the only anti-Alzheimer's drug approved in Japan and it is indicated for the treatment of all stages of AD; mild, moderate and severe. It is estimated that there are approximately 1.31 million people in Japan who currently have AD, and this number continues to rise every year along with the advancement of the aging population.

In Japan, the current Aricept® product portfolio includes film-coated tablet, fine granule, and orally disintegrating tablet formulations. Through the addition of the new oral jelly formulation that aims to further improve drug compliance among AD patients, Eisai will continue to make further contributions to increasing the benefits of patients, and their families and caregivers.

[Please refer to the following notes for product]

Contact:

PR Department

Eisai Co., Ltd.

+81 - (0)3 - 3817 - 5120

<Notes to Editors>

Overview of Aricept[®] Product Portfolio (new products are underlined)

1) Product Names

Aricept[®] Tablets 3mg, Aricept[®] Tablets 5mg, Aricept[®] Tablets 10mg
Aricept[®] D Tablets 3mg, Aricept[®] D Tablets 5mg, Aricept[®] D Tablets 10mg
Aricept[®] Fine Granules 0.5%
Aricept[®] Oral Jelly 3mg, Aricept[®] Oral Jelly 5mg, Aricept[®] Oral Jelly 10mg

2) Indications/Dosage and Administration

- **Indications**

Suppression of progression of dementia symptoms in dementia of the Alzheimer's type

- **Dosage and Administration**

The recommended initial adult dose for oral use is 3 mg of donepezil hydrochloride once daily. After one to two weeks the dosage is increased to 5 mg. The dosage for patients with severe dementia of the Alzheimer's type is increased to 10 mg after dosing at 5mg for 4 or more weeks. Dose should be adjusted appropriately according to patients' symptoms.

3) NHI Drug Price Standard

Products	Specification	Drug Price (yen)
Aricept [®] Tablets 3mg	3mg tablet	289.00/tablet
Aricept [®] D Tablets 3mg	3mg tablet	289.00/tablet
Aricept [®] Tablets 5mg	5mg tablet	433.80/tablet
Aricept [®] D Tablets 5mg	5mg tablet	433.80/tablet
Aricept [®] Fine Granules 0.5%	0.5% gram	407.90/gram
Aricept [®] Tablets 10mg	10mg tablet	775.60/tablet
Aricept [®] D Tablets 10mg	10mg tablet	775.60/tablet
<u>Aricept[®] Oral Jelly 3mg</u>	<u>3mg unit</u>	<u>282.70/unit</u>
<u>Aricept[®] Oral Jelly 5mg</u>	<u>5mg unit</u>	<u>433.80/unit</u>
<u>Aricept[®] Oral Jelly 10mg</u>	<u>10mg unit</u>	<u>775.60/unit</u>