

No.10-34

June 29, 2010
Eisai Co., Ltd.

EISAI INTRODUCES TRAVELMIN® 1, A ONCE-DAILY RAPIDLY DISINTEGRATING TABLET FOR PREVENTION AND ALLEVIATION OF MOTION SICKNESS

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that the Company will launch Travelmin® 1 (class 2 pharmaceutical product), a new once-daily remedy for motion sickness, on Wednesday, June 30.

Travelmin® 1 is a rapidly disintegrating motion sickness remedy for adults whose active ingredients, comprising an antihistaminic (meclizine hydrochloride) and an anticholinergic (scopolamine hydrobromide hydrate), act to prevent and alleviate dizziness, nausea, headaches, and other symptoms associated with motion sickness.

Travelmin® 1 contains 50mg, the maximum safe amount per dose allowed under the motion sickness remedy approval criteria, of meclizine hydrochloride, an antihistaminic agent with relatively long-lasting effects, and effectively prevents and treats motion sickness with a single tablet taken once daily. Provided as a refreshing lemon flavored chewable tablet that quickly dissolves in the mouth, the remedy can be taken whenever or wherever one feels the need without taking water. It is recommended for people who want to fully enjoy themselves all day long while traveling long distance without having to worry about developing motion sickness, in particular middle-aged and elderly people who have plenty of opportunities to enjoy travel and other leisure activities.

Eisai already markets a total of seven products as part of its series of over-the-counter motion sickness remedies, including Travelmin®, which was launched in 1952, Travelmin® Family and Travelmin® Churop Lemon Flavor. By enhancing the Travelmin® series product lineup with the addition of Travelmin® 1, Eisai will continue to support the wider public so that they can enjoy pleasant trips and leisure time.

[Please refer to the following notes for product information and image]

Media Inquiries:
Public Relations Department,
Eisai Co., Ltd.
+81-(0)3-3817-5120

[Notes to editors]

<Product Information>

1. Product Name:

Travelmin® 1 (class 2 pharmaceutical product)

2. Ingredients:

1) Active Ingredients:

Per single dose (one tablet)

- 50mg meclizine hydrochloride
- 0.25mg scopolamine hydrobromide hydrate

2) Inactive Ingredients:

. Carrageenan, cornstarch, d-mannitol, l-menthol, flavoring, iron sesquioxide, polydimethylsiloxane, purified stevia extract, cellulose, polyvinylpyrrolidone, silicic anhydride

3. Indications:

Prevention and alleviation of dizziness, nausea and headaches associated with motion sickness

4. Dosage and Administration:

For prevention of motion sickness, chew or dissolve in the mouth the following dosages 30 minutes before travel

Adults (15 years and older) one tablet

Children (under 15 years old) should not take this remedy

5. Suggested Retail Price (tax inclusive):

Per three tablets 881 yen

6. Manufactured and Marketed by:

Eisai Co., Ltd.

<Product Image>

