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Eisai Co., Ltd.

## **EISAI SIGNS CHINA MARKETING AGREEMENT FOR ANTI-INFLAMMATORY ANALGESIC POULTICE HAOJISHI**

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that it has entered into an exclusive agreement with Teikoku Seiyaku Co., Ltd. (Headquarters: Kagawa, President & CEO: Shosaku Murayama, "Teikoku Seiyaku") to market the anti-inflammatory analgesic poultice Hajojishi (brand name in China: Hajojishi) in China. The agreement will come into effect on January 1, 2011.

Hajojishi is an anti-inflammatory analgesic poultice that contains glycol salicylate and menthol as two of its main ingredients, and is a Chinese market-orientated version the anti-inflammatory analgesic poultice manufactured by Teikoku Seiyaku. Available in China as a prescription medication since being approved in 1997, the product comes in two types; one that generates a hot sensation and another that creates a cool sensation. While the cool type is used to treat acute bruising and pain, the hot type is used for the treatment of chronic pain.

The marketing rights for Hajojishi are being transferred to Eisai's Chinese subsidiary Eisai China Inc. (Suzhou, Jiangsu Province, "Eisai China") as the current contract between Teikoku Seiyaku and a local Chinese distributor is scheduled to expire at the end of December this year. Teikoku Seiyaku will supply the finished product to Eisai China for distribution.

Eisai China's efforts to strengthen its business in the field of orthopedics are currently centered on the peripheral neuropathy treatment Methycobal<sup>®</sup> and the muscle relaxant Myonal<sup>®</sup>. By adding Hajojishi to the mix, Eisai will enhance and strengthen the company's portfolio of orthopedic products, and make further contributions to addressing the diversified needs of and increasing the benefits provided to Chinese orthopedic patients and their families.

**[Please refer to the following product image]**

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

[Notes to editors]

Haojishi Hot



复方辣椒贴片  
Compound Capsicum Patches

适用于各种外伤引起的  
疼痛及慢性疼痛等

好及施® (温感)

5贴装  
(10 × 14cm/16)

肩酸痛  
腰痛  
关节痛  
各种跌打损伤

The advertisement features a white mannequin against a red and orange background. The mannequin is shown from the back, with callout boxes pointing to the shoulder, lower back, and knee, indicating the areas of application. The text is in both Chinese and English, highlighting the product's use for various types of pain and injuries.

Haojishi Cool



复方山金车花贴片  
Compound Arnica Patches

适用于炎症初期的  
红肿热痛等症

好及施® (冷感)

5贴装  
(10 × 14cm/16)

肩周炎  
关节痛  
各种跌打损伤

The advertisement features a white mannequin against a blue and yellow background. The mannequin is shown in a running pose, with callout boxes pointing to the shoulder, knee, and lower leg, indicating the areas of application. The text is in both Chinese and English, highlighting the product's use for inflammation and injuries.