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Eisai Co., Ltd.

EISAI TO LAUNCH NEW ALLERGY MEDICATION SKAINAR® AL TABLETS

*Relieves Nasal Congestion, Runny Nose and Various Symptoms
Associated With Hay Fever and Other Allergies*

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito) announced today that it will launch Skainar® AL Tablets (Class 2 Pharmaceutical Product), an over-the-counter allergy medication for the relief of rhinitis and skin-related allergic symptoms caused by hay fever and other allergies, on January 11. The new tablets are being introduced as part of the Skainar® Series, a family of products indicated for the treatment of rhinitis.

Skainar® AL Tablets contain azelastine hydrochloride as an active ingredient to inhibit the excessive production and release of histamine and leukotriene, two chemicals responsible for causing allergic symptoms, and are effective in treating nasal congestion, runny nose and other rhinitis symptoms caused by allergies to pollen and house dust. Expressed when pollen and other allergens enter the body, histamine and leukotriene not only bring on symptoms such as nasal congestion and runny nose, they may also induce severe or chronic reactions. However, by starting to take Skainar® AL Tablets early on in the pollen season at the first sign of symptoms or while symptoms are still mild, allergy sufferers can prevent the development of severe nasal congestion, runny nose and other symptoms and achieve effective allergy relief.

The number of people who suffer from hay fever has been on the rise in recent years, with 2009 data showing that its prevalence has increased 1.5-fold over the past ten years. Eisai has expanded the Skainar® Series for the treatment of rhinitis to include Skainar® Spray for Rhinitis and Skainar® S Tablets for Rhinitis since launching Skainar® N Tablets for Rhinitis in 2001, and currently markets Crystal Veil and Crystal Veil Cool, topical allergen screen gels for protection against pollen and house dust. By providing these products as allergy relief options, Eisai will continue to address the diversified needs of allergy sufferers.

[Please refer to the following notes for a product outline and photograph]

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[Notes to editors]

[Product Outline]

1. Product Name

Skainar[®] AL Tablets (Class 2 Pharmaceutical Product)

2. Ingredients

1) Active Ingredients

Per four tablet adult daily dose

Azelastine hydrochloride 2 mg

2) Inactive Ingredients

Talc, calcium carbonate, cornstarch, lactose, hydroxypropyl cellulose, carnauba wax, titanium oxide, iron sesquioxide, stearic acid, magnesium stearate, shellac, cellulose, silicon dioxide, sucrose, pullulan, povidone, macrogol

3. Indications

Alleviation of the following allergic rhinitis symptoms caused by allergens such as pollen and house dust:

Nasal congestion, runny nose, sneezing

Alleviation of the following symptoms caused by hives, eczema or rash:

Skin swelling, skin itching

4. Dosage and Administration

Take the following doses after breakfast and before bed with a glass of hot or cold water.

Adults (15 years and older) Two tablets, twice a day

Children (Under 15 years old) Not applicable

However, patients should cease use and consult a physician or pharmacist if symptoms show no sign of improvement after one week, for patients with rhinitis symptoms, or after three days, for patients with skin-related symptoms.

5. Suggested Retail Price (Tax Inclusive)

24 Tablets 1,103 yen

48 Tablets 2,048 yen

6. Manufactured and Distributed By:

Eisai Co., Ltd.

[Product Photograph]

