

FOR IMMEDIATE RELEASE

February 22, 2011

Eisai Co., Ltd.
Sanko Junyaku Co., Ltd.

**Eisai, Sanko Junyaku Commence Co-promotion of DT-Navi,
a New Touch-Screen System to Help Physicians with ADAS-Jcog. Testing
and Assessment of Cognitive Function Change**

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") and its diagnostics subsidiary Sanko Junyaku Co., Ltd. (Headquarters: Tokyo, President & CEO: Keisuke Watanabe, "Sanko Junyaku") announced today that the two companies have commenced promotion of DT-Navi, a new touch-screen system to help physicians with ADAS-Jcog. testing and assessment of cognitive function change.

Developed by Nippon Tect Co., Ltd. (Headquarters: Tokyo, President & CEO: Iwao Masuoka), DT-Navi is a testing system that is used to aid physicians and other trained healthcare professionals when carrying out assessments using ADAS-Jcog. Sanko Junyaku also plans to launch a dedicated terminal for DT-Navi on February 28 of this year, for which Eisai will serve as co-promotion partner.

ADAS-Jcog. is an assessment instrument that is used to measure change in cognitive function on an ongoing basis. While it is widely used around the globe, the test is somewhat difficult to perform unless one is well-versed in specific testing procedures, and requires that physicians undergo specialized training. DT-Navi employs the use of a touch screen, and by simply inputting necessary information as per the on-screen instructions, it automatically calculates test scores and provides physicians with test results. In addition to determining the current cognitive function of a person with dementia, the system also makes predictions about future changes and is able to simulate the effects of treatment.

Classified as a clinical psychological and neuropsychological assessment tool, DT-Navi is not only used to aid physicians in the performance of ADAS-Jcog. testing, it is also equipped with functions that help them carry out other tests, namely HDS-R, a simplified dementia screening test, and BEHAVE-AD, which assesses peripheral symptoms of dementia based on information provided by caregivers.

With a view to further fulfilling its corporate mission of *human health care (hhc)*, the Eisai Group established a new Eisai Japan organizational structure in June 2010 to formulate and implement comprehensive strategies across its four Japan business segments comprising prescription pharmaceuticals, consumer healthcare products, diagnostics, and generics. Eisai also markets the Alzheimer's disease treatment Aricept® as one of its core pharmaceutical products. By providing a comprehensive range of information and products related to all aspects of dementia care, from screening through treatment, Eisai and Sanko Junyaku seek to make further contributions to increasing the benefits provided to patients.

**[Please refer to the following notes for a product outline, glossary of terms,
company profiles and a product image]**

Media Inquiries:	
Public Relations Department, Eisai Co., Ltd. +81-(0)3-3817-5120	Public Relations Section, General Affairs Department, Sanko Junyaku Co., Ltd. +81-(0)3-3865-4311

[Notes to editors]

1. Product Outline

• Touch Screen ADAS-Jcog. Diagnostic Testing System

Purpose of Use	System used to perform cognitive assessments in dementia patients (Most commonly used to support diagnosis using ADAS-Jcog. or other cognitive assessment tools) Requires use of dedicated terminal
National Health Insurance (NHI) Points	As of February 2011 • ADAS-Jcog. Test 450 points • BEHAVE-AD Test 80 points *Cost of HDS-R Test is included in basic consultation fee.
Cost of System Use	900 yen per ADAS-Jcog. Test (additional system maintenance fee of 7,500 yen per month) (tax exclusive)
Sold and Distributed By	Nippon Tect Co., Ltd.
Co-Promoted By	Sanko Junyaku Co., Ltd., Eisai Co., Ltd.

• Touch Screen ADAS-Jcog. Diagnostic Testing System Terminal

Purpose of Use	Dedicated terminal for the above testing system
Suggested Retail Price	1,300,000 yen (tax exclusive)
Manufactured by	Nippon Tect Co., Ltd.
Sold and Distributed By	Sanko Junyaku Co., Ltd.
Co-Promoted By	Eisai Co., Ltd.

2. Glossary of Terms

• ADAS-Jcog.:

ADAS-Jcog. is the Japanese version of ADAS-cog (Alzheimer's Disease Assessment Scale-cognitive subscale), a cognitive assessment instrument that was developed in 1983 by Dr. Richard Mohs to assess memory. Primarily used to evaluate cognitive function in Alzheimer's disease patients, ADAS-cog is the most popular cognitive assessment instrument used in Alzheimer's disease clinical trials all over the world. The test assesses patients in 11 core competencies: 1) word recall task, 2) spoken language ability, 3) comprehension of spoken language, 4) word-finding difficulty, 5) commands, 6) naming fingers and objects, 7) constructional praxis, 8) ideational praxis, 9) orientation, 10) delayed word recall, and 11) remembering test instructions. ADAS-Jcog. test scores range from 0 to 70, and when performed multiple times on an ongoing basis, the change in overall score can be used to measure change in cognitive function.

• HDS-R:

Developed by Dr. Kazuo Hasegawa, the Hasegawa Dementia Scale-Revised (HDS-R) is a test battery used to screen for dementia in the elderly. The test consists of nine questions to assess orientation to age, orientation to date and time, orientation to place, three-word recall memory functions, calculations, and ability to recite digits backwards. A test score below 20 strongly suggests dementia, and one of the main features of the test is that it takes only five to ten minutes to perform.

• BEHAVE-AD:

The Behavioral Pathology in Alzheimer's Disease Rating Scale (BEHAVE-AD) is designed to assess the behavioral and psychological symptoms of Alzheimer's disease and the effects of pharmacological intervention. This instrument is comprised of a 25-item scale that measures the severity of specific behavioral disturbances in 7 major categories based on behavior observed in the preceding two weeks. As patients are evaluated based on their peripheral dementia symptoms, information necessary for assessment must be provided by caregivers.

3. Company Profiles

<Eisai Co., Ltd.>

Representative	Haruo Naito
Corporate Address	4-6-10 Koishikawa, Bunkyo-ku, Tokyo
Scope of Business	Research and development, manufacturing, marketing, and import and export of pharmaceuticals
Capital	44,985 million yen (as of September 30, 2010)

<Sanko Junyaku Co., Ltd.>

Representative	Keisuke Watanabe
Corporate Address	1-10-6 Iwamoto-cho, Chiyoda-ku, Tokyo
Scope of Business	Research and development, manufacturing, marketing, and import and export of in-vitro diagnostics, laboratory reagents, laboratory instruments and other supplies
Capital	5,262 million yen (as of September 30, 2010) (100% owned by Eisai Co., Ltd.)

<Nippon Tect Co., Ltd.>

Representative	Iwao Masuoka
Corporate Address	1-8-25 Shiba, Minato-ku, Tokyo
Scope of Business	Development and manufacturing of liquid crystal medical information equipment, software development, system operations and management, platform development service, marketing of in-house software packages
Capital	290 million yen (as of September 30, 2010)

4. Product Image

