

**FOR IMMEDIATE RELEASE**

June 10, 2011  
Eisai Co., Ltd.

**Information Regarding Voluntary Recall of Chocola® BB Sparkling  
(Vitamin Drink) Due to Mislabeling of Nutritional Information**

The nutritional information on the product label on Chocola BB® Sparkling (Food with Nutrient Function Claims [Niacin]), a vitamin drink sold by Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito) at convenience stores in Japan, has been found to contain a typographical error. Specifically, Carbohydrates 14g has been mislabeled as Carbohydrates 14mg. As the product label does not comply with labeling standards required under the Health Promotion Act and other related laws of Japan, Eisai has decided to recall the product in order to correct the error.

Chocola BB® Sparkling contains an actual amount of 14g carbohydrates per bottle. The calorie content, the nutritional information related to the amount of carbohydrates, is correctly listed as 56 kcal per bottle on the current label. The mislabeling of the product poses no risk to the health of consumers.

Eisai sincerely apologizes to its customers for any inconvenience caused due to the recall of Chocola BB® Sparkling. At the request of customers who have purchased the mislabeled product, the company will gladly send out bottles with the corrected label.

Eisai is committed to further strengthening its product management system and taking all possible preventative measures to ensure that similar incidents do not occur again in the future.

Incorrect Label (underlined>	Corrected Label
Nutritional Information (Per 140 ml bottle) Energy 56kcal, Protein 0g, Fat 0g, <b>Carbohydrates 14<u>mg</u></b> , Sodium 8mg, Vitamin C 1500mg, Niacin 20mg, Vitamin B <sub>1</sub> 0.3mg, Vitamin B <sub>6</sub> 5mg, Iron 0.8mg	Nutritional Information (Per 140 ml bottle) Energy 56kcal, Protein 0g, Fat 0g, <b>Carbohydrates 14g</b> , Sodium 8mg, Vitamin C 1500mg, Niacin 20mg, Vitamin B <sub>1</sub> 0.3mg, Vitamin B <sub>6</sub> 5mg, Iron 0.8mg

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