

FOR IMMEDIATE RELEASE

January 19, 2012

Eisai Co., Ltd.
EIDIA Co., Ltd.

**Eisai and EIDIA Announce Launch of LIFE CHECK,
a Self-monitoring Blood Glucose Meter That is Easy for
Elderly Diabetes Patients to Use**

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") and its diagnostics subsidiary EIDIA Co., Ltd. (Headquarters: Tokyo, President & CEO: Keisuke Watanabe, "EIDIA") announced today that EIDIA will launch LIFE CHECK, a self-monitoring blood glucose meter manufactured by Gunze Limited (Headquarters: Osaka, President & CEO: Hiroshi Hirata, "Gunze"), on January 27, 2012.

LIFE CHECK is a personal self-monitoring blood glucose meter with which diabetes patients can monitor their own blood glucose level by simply inserting a dedicated sensor known as the LIFE CHECK SENSOR into the meter. The meter was developed as a next-generation model of the blood glucose monitor G-CHECK currently manufactured by Gunze and marketed by EIDIA. While Gunze received approval to manufacture and market LIFE CHECK in August 2011, the system will be distributed and marketed by EIDIA and co-promoted by Eisai.

The LIFE CHECK meter employs a color liquid crystal screen that displays step-by-step operational instructions and easy-to-read graphs of measured data. After measurement, the dedicated sensor can be easily and safely removed from the meter with the push of a button without the patient having to touch the part to which their blood has been applied. The meter has been specially designed for ease-of-use by elderly diabetes patients. The sensor is easily inserted into the meter and has been designed to ensure that drops of blood from pierced fingertips can be easily applied. It can even be used simply by diabetes patients who experience numbness and trembling in their hands and fingers.

Diabetes is a disease that causes an inability to produce insulin or abnormal insulin sensitivity, with patients being unable to control the amount of glucose in their blood (blood glucose level). In Japan, the number of patients with the disease has been increasing every year in accordance with changes in lifestyles and social environments. Eisai, EIDIA and Gunze seek to make further contributions to increase the benefits provided to patients living with diabetes.

(Please refer to the following notes for a product outline, major product features, company outlines, and a product photograph.)

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(Notes to editors)**■Product Outline****1. Self-monitoring Blood Glucose Meter LIFE CHECK** (Specially Controlled Medical Device, Controlled Medical Device Requiring Special Maintenance)

Dimensions	105 mm x 50 mm x 33 mm
Weight	Approximately 92 grams (uses two AAA batteries)
Recommended Price	9,000 yen
Purpose of Use	Self-monitoring of blood glucose
Manufactured by: Gunze Limited; Distributed and marketed by: EIDIA Co., Ltd.; Co-promoted by: Eisai Co., Ltd.	

2. Dedicated Sensor LIFE CHECK SENSOR (In-vitro Diagnostic)

Units Per Package	25 sensors per container	30 sensors per container
Recommended Price	2,750 yen per container	3,300 yen per container
Purpose of Use	Measurement of glucose in whole blood (primarily used to continuously monitor various diseases (diabetes, etc.) associated with sugar metabolism disorders and abnormalities)	
Manufactured by: Gunze Limited; Distributed and marketed by: EIDIA Co., Ltd.; Co-promoted by: Eisai Co., Ltd.		

■Major Features of LIFE CHECK Meter and Dedicated Sensor

1. Meter employs an easy-to-read color liquid crystal screen (color liquid crystal screen)
2. Step-by-step operational instructions are displayed on the liquid crystal screen (step-by-step operational guidance)
3. Dedicated sensor can be removed from the meter easily and safely after use with the push of a button without the patient having to touch the part to which their blood has been applied (one-push sensor removal)
4. Past readings are displayed on the liquid crystal screen in an easy-to-read graph format (graphical display of measured results)
5. As the dedicated sensor is divided into two parts—a sensor and a handle—it is able to be inserted into the meter without the user having to touch the actual sensor (easily-insertable sensor)
6. After the dedicated sensor has been inserted into the meter, the sensor handle is bent back and a drop of blood drawn from the fingertip is applied to the blood applicator. As the bent back handle can be used to guide the finger to the blood applicator, even diabetes patients who experience numbness and trembling in their hands and fingertips can easily apply their blood to the blood applicator (simple blood application)

■Outline of Companies**<Eisai Co., Ltd.>**

Representative	Haruo Naito
Headquarters	4-6-10 Koishikawa, Bunkyo-ku, Tokyo
Scope of Business	Research and development, manufacturing, marketing import and export of pharmaceutical products
Capital	44,985 million yen (as of September 30, 2011)

<EIDIA Co., Ltd.>

Representative	Keisuke Watanabe
Headquarters	1-10-6 Iwamoto-cho, Chiyoda-ku, Tokyo
Scope of Business	Research and development, manufacturing, marketing, import and export of <i>in vitro</i> diagnostics, laboratory reagents and medical devices
Capital	5,262 million yen (as of September 30, 2011) (wholly owned by Eisai Co., Ltd.)

<Gunze Limited>

Representative	Hiroshi Hirata
Headquarters	Osaka Daichi Seimei Bldg., 1-8-17 Umeda, Kita-ku Osaka
Scope of Business	Innerwear, Leg Wear, House Casual Wear, Threads and Accessories, Plastic Film, Engineering Plastics, Electronic Components, Mechatronics, Medical, Sports Clubs, Greening, Commercial Development, Baths, Estate Development, Engineering
Capital	26,100 million yen (as of September 30, 2011)

■ Product Photo



**Self-monitoring Blood Glucose Meter
LIFE CHECK**



**Dedicated Sensor
LIFE CHECK SENSOR**

■ Operational Instructions

1. Remove the sensor from its container



2. Insert the sensor into the meter



3. Bend back the sensor handle



4. Disinfect the end of your finger and draw blood using a lancet or suchlike



5. Using the bent back sensor handle as a guide, apply the drop of blood drawn from your fingertip to the blood applicator to begin measurement



6. Your blood glucose reading will be displayed on the color liquid crystal screen after about five seconds



7. After use, the sensor can be removed from the meter with the push of a button

