

**FOR IMMEDIATE RELEASE**

April 3, 2012

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

**Eisai Diagnostics Subsidiary EIDIA Enters Into Sales Agreements with  
Medical Equipment Manufacturers for  
PROTOCO2L Carbon Dioxide Insufflation System for CT Colonography**

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 entered into two separate agreements with medical equipment manufacturers Toshiba Medical Systems Corporation (Headquarters: Tochigi, President & CEO: Satoshi Tsunakawa, "Toshiba Medical Systems") and GE Healthcare Japan Corporation (Headquarters: Tokyo, President: Jun Kawakami, "GE Healthcare Japan") on April 2 for Japan sales of PROTOCO2L, a carbon dioxide insufflation system for CT (computed tomographic) colonography, and carbon dioxide insufflation tube PROTOCO2L Catheter Set (collectively referred to as "the Product"), both of which are currently marketed by EIDIA.

The Product is used in CT colonography, a minimally invasive colorectal examination performed to detect lesions such as colorectal cancer through the use of CT imaging without requiring the insertion of a colonoscope into the colon. It uses medical carbon dioxide that is readily absorbed by the bowel, which allows for consistent distension of the large intestine and minimization of the discomfort incurred by patients during the procedure.

Carbon dioxide insufflation systems are widely utilized in both the United States and Europe in CT colonography as a useful screening tool for detecting and diagnosing colorectal cancer in its early stages. EIDIA launched the Product as the first system of its kind in Japan on August 22, 2011 to address the significant needs that existed in the medical setting.

The conclusion of the agreements will see the new addition of Toshiba Medical Systems and GE Healthcare Japan, both of which are major sellers of CT equipment in Japan, as powerful sales channels, and is expected to further contribute to the widespread use of CT colonography in colorectal exams and the early detection of colorectal cancer in Japan.

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. By providing a wide range of information and products related to all aspects of integrative oncology, one of the Group's defined areas of therapeutic focus, Eisai and EIDIA seek to make further contributions to increasing the benefits provided to patients.

\*The approval of the Product was announced in a news release entitled "PROTOCO2L Carbon Dioxide Insufflation System for CT Colonography Receives Approval in Japan" on August 10, 2011.

**[Please refer to the following notes for a product outline, screening characteristics,  
a glossary of terms, and company outlines]**

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## [Notes to Editors]

### ■Product Outline

#### 1. PROTOCO2L (Controlled medical device, Controlled medical device requiring special maintenance, Installed controlled medical device)

Dimensions	266×254×140 (mm)
Weight	Approx. 4.4kg
Power-supply voltage	100V-240V
Frequency	50/60 Hz
Power consumption	25W
Manufactured and marketed by: EIDIA Co., Ltd. Co-promoted by: Eisai Co., Ltd.	

\*Accessories (PROTOCO2L System Rolling Cart)

Dimensions	430×480×870 (mm)
Weight	Approx. 27.5kg

#### 2. PROTOCO2L Catheter Set (Controlled medical device)

Units per package	24 disposable tubes per box
Manufactured and marketed by: EIDIA Co., Ltd. Co-promoted by: Eisai Co., Ltd.	

### ■Screening characteristics (features of CT Colonography testing)

1. This screening procedure is expected to enable testing in those people who have difficulty with the insertion of colonoscopes.
2. It is expected to be less painful than conventional colonoscopies.
3. This test reportedly lowers the risk of colorectal perforation and bleeding.

### ■Glossary of Terms

#### 1. Colorectal cancer

Colorectal cancer refers to a malignant tumor that forms in the large intestine. In Japan, it is the third leading cause of cancer-related deaths in men, and the number one cause of cancer-related deaths in women. For women in particular, it is the most common form of cancer in terms of mortality rate and number of deaths. In contrast, early detection through health checkups is said to be effective in patients with three types of cancer, namely breast cancer, endometrial cancer and colorectal cancer. Periodical health checkups are therefore an extremely important means of detecting colorectal cancer in its early stages.

#### 2. CT Colonography (Computed Tomographic Colonography)

CT Colonography is a diagnostic procedure that uses a computer to process data captured using computed tomography to create a three-dimensional image of the large intestine using multiple image display methods for visual evaluation of the organ from a variety of angles.

### ■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 March 31, 2012)

**<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 March 31, 2012) (wholly owned by Eisai Co., Ltd.)

**<Toshiba Medical Systems Corporation>**

Representative	Satoshi Tsunakawa
Headquarters	1385 Shimoishigami, Otawara-shi, Tochigi
Scope of Business	Development, manufacture, sale and technical services for medical devices and systems(including diagnostic X-ray systems, computed tomography systems, magnetic resonance imaging systems, diagnostic ultrasound systems, radiation therapy systems, diagnostic nuclear medicine systems, clinical laboratory systems, and information systems for medical equipment)
Capital	20,700 million yen (as of March 31, 2012)

**<GE Healthcare Japan Corporation>**

Representative	Jun Kawakami
Headquarters	4-7-127 Asahigaoka, Hino-shi, Tokyo
Scope of Business	Development, manufacture, import, export, marketing and after-sales service of diagnostic imaging medical devices; import, export, marketing and after-sales service of biological information monitors, cardiovascular testing equipment, information technology and other medical equipment, network sales maintenance, and biopharmaceutical manufacturing technologies, reagents and software
Capital	6,016 million yen (as of March 31, 2012)