

EISAI LAUNCHES NEW MOBILE WEBSITE TO SUPPORT REFLUX ESOPHAGITIS PATIENTS IN TAKING THEIR MEDICATION

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") today launched "GYAKUSHOKU NAVI", a new mobile website to support reflux esophagitis patients in taking their medication.

GYAKUSHOKU NAVI (<http://navi.gyakusyoku.jp>) is a free members only program targeted at reflux esophagitis patients. By signing up to the site, patients are able to keep a daily record of the medication they are taking and their physical condition as a proactive means of continuing their treatment with peace of mind. Patients can confirm physical condition-related data in graph format, which allows them to see at a glance changes in their medication-taking behavior and state of health. By using these features, patients are able to continue to maintain good health and are provided with greater motivation to continue treatment.

The new website employs the nationally-renowned cartoon character *Tetsuwan Atom* (Astro Boy), who serves as a mascot to raise awareness of reflux esophagitis. This combined with the inclusion of a selection of stomach-friendly recipes developed in cooperation with Tanita Corporation, a publisher of best-selling recipe books, helps provide patients with a more enjoyable environment to continue their treatment.

Reflux esophagitis is a condition which causes inflammation of the mucosal lining of the esophagus due to the back flow of stomach acid. The condition has become increasingly prevalent amongst Japanese people in recent years, with patient numbers having doubled in the last ten years. Factors thought to have contributed to this increase include the westernization of the Japanese diet and subsequent increase in obesity, the aging of society, and the reduction in the *Helicobacter pylori* infection rate.

Reflux esophagitis is most commonly treated with drugs designed to suppress the secretion of stomach acid. As reflux esophagitis frequently recurs, it is important to continue to take medication for the entire treatment period in accordance with instructions given by your physician or pharmacist, even when symptoms have temporarily subsided.

Eisai hopes that GYAKUSHOKU NAVI will provide patients with an environment in which they feel more at ease about receiving treatment for their condition and that the new site will help to improve patient drug compliance and quality of life.

**[Please refer to the following notes for an outline of GYAKUSHOKU NAVI and
information on Eisai's efforts to raise awareness of reflux esophagitis]**

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[Notes to editors]

1. About GYAKUSHOKU NAVI (<http://navi.gyakusyoku.jp>)

GYAKUSHOKU NAVI is a free members only program targeted at reflux esophagitis patients that provides useful information about treatment and the disease itself via a mobile website (only for cellular phone/smartphone).

Main Site Features

•30 Days Self-check

Enables patients to keep a daily record of the medication they are taking and their physical condition as well as confirm physical condition-related data in graph format. This self-check encourages patients to become more aware of how they can treat their own condition and to proactively continue with treatment.

•Stomach-Friendly Recipes

A selection of recipes developed in cooperation with Tanita Corporation for people with reflux esophagitis, gastritis and gastric ulcers. All recipes are stomach-friendly and low in calories.

•Training Tool “Stomach Friendly Restaurant” (Service scheduled to commence from June)

“Stomach-Friendly Restaurant” is a quiz-based tool that allows users to make and gather recipes developed by Tanita Corporation using ingredients they have collected for each correctly answered question. The feature provides patients with a fun means of learning about reflux esophagitis through answering a quiz.

2. Eisai’s Efforts to Raise Awareness of Reflux Esophagitis

Eisai has continued to raise awareness about reflux esophagitis since 2009. In order to encourage potential patients to learn about the condition and seek treatment, Eisai has undertaken a diverse range of information provision activities, including creating TV commercials and newspaper inserts, establishing the dedicated reflux esophagitis information website “gyakushoku.jp,” displaying banners on portal sites, and working in partnership with hospitals and clinics to display posters and distribute information leaflets. Since then, public awareness of reflux esophagitis has risen from 27.1% (June 2008) to 59.1% (March 2011) (Research Organization: Macromill).