

For immediate Release

August 2, 2010

Dainippon Sumitomo Pharma Co., Ltd.

DS Pharma Animal Health Co., Ltd.

Launch of STEROP[®], an anti-inflammatory steroid eye-drop

DS Pharma Animal Health Co., Ltd. (Headquarters: Osaka, Japan; President: Satoshi Ijuin), which is a wholly owned subsidiary of Dainippon Sumitomo Pharma Co., Ltd. (Headquarters: Osaka, Japan; President: Masayo Tada), will launch as from August 4 “STEROP[®]” (active ingredient: difulprednate), a veterinary medicine, of which marketing approval is owned by Senju Pharmaceutical Co., Ltd. (Headquarters: Osaka, Japan; President: Yukoh Yoshida).

“STEROP[®]” is the anti-inflammatory steroid eye-drop for animal first approved in Japan. This is an emulsion type eye-drop containing difulprednate as its active ingredient, and its excellent clinical efficacy is recognized against canine conjunctivitis, corneitis, blepharitis, and uveitis.

Senju Pharmaceutical Co., Ltd. has obtained a marketing approval of this animal drug from the Ministry of Agriculture, Forestry and Fisheries of Japan as of May 27, 2010.

Profiles of “STEROP[®]” are:

1. It is an emulsion eye-drop which contains difulprednate with a strong anti-inflammatory action as its active ingredient and shows excellent intraocular penetration, realized by the specific formulation technique.
2. It demonstrates high clinical efficacy against conjunctivitis, corneitis, and blepharitis in dogs [efficacy rate (“efficacious” and better rating): 93.1% (94 / 101 cases)]
3. It shows high clinical efficacy against uveitis in dogs (the first veterinary use eye-drop approved for this indication) [efficacy rate (“efficacious” and better rating): 96.2% (25 / 26 cases)]

DS Pharma Animal Health Co., Ltd. intends to contribute to furtherance of ophthalmic treatment in medical front for small animals by adding “STEROP[®]” to its current line of the four ophthalmic agents – LOMEWON[®], PAPITEIN[®], LIGHT CLEAN[®], and TEAROSE[®]— of which marketing approvals are owned by Senju Pharmaceutical Co., Ltd.

An outline of “STEROP[®]” is given in <Reference>.

For further information, please contact Administration Department of DS Pharma Animal Health Co., Ltd.: (phone) +81-6-6454-8823.

<Reference>

An outline of “STEROP®”

[Brand Name]	STEROP®
[Content / Description]	1 mL of this drug contains 0.5 mg of difulprenade.
[Indications]	Conjunctivitis, corneitis, blepharitis, and uveitis in dogs
[Dosage and Administration]	1 - 2 drops / time, 4 times / day
[Expiry Date]	3 years after manufacture
[Packaging]	5 mL x 10
[Marketing Approval Holder]	Senju Pharmaceutical Co., Ltd.
[Distributor]	DS Pharma Animal Health Co., Ltd