

November 28, 2011

Dainippon Sumitomo Pharma Co., Ltd.

Dainippon Sumitomo Pharma announces the launch of Alzheimer's Disease
Treatment Donepezil hydrochloride tablets/OD tablets 3mg/5mg "DSP"

Dainippon Sumitomo Pharma Co., Ltd. (DSP) (Headquarters: Osaka, Japan; President: Masayo Tada) announces the launch of Alzheimer's disease treatment Donepezil hydrochloride tablets/OD tablets 3mg/5mg "DSP" in Japan, as of December 2, 2011.

In domestic pharmaceuticals, DSP designates the Central Nervous System field as one of its focus marketing areas, and offers various treatments such as atypical antipsychotics "LONASEN[®]" and "LULLAN[®]", Parkinson's disease drug "TRERIEF[®]", norepinephrine-activating neural function ameliorant "DOPS[®]", anti-epileptic drug "EXCEGRAN[®]", and serotonin-agonist antianxiety drug "SEDIEL[®]". Approximately 230 CNS MRs in the CNS Sales & Marketing Division newly established in April 2011 are developing activities to provide information on these products.

DSP decided to handle a CNS generic drug as part of a plan to strengthen its product lineup in the CNS area. On June 24, 2011, DSP created "Established Products & Chain Pharmacies Groups" dedicated to generic drugs in the CNS area under CNS Sales and Marketing, each under the CNS Higashi-Nippon Region, CNS Capital Region, CNS Kinki-Tokai Region and CNS Nishi-Nippon Region with the aim to promote sales of generic drugs in the CNS area.

In regard to the detailing of Donepezil hydrochloride tablets/OD tablets 3mg/5mg "DSP", full-time CNS MRs will detail in their representative areas, while in the representative areas for general MRs, detailing will be in conjunction with the Established Products & Chain Pharmacies Groups and general MRs.

In the future, DSP will positively invest in products to contribute to the treatment of CNS disorders regardless of whether they are new or generic drugs.

Attached reference: Profile of Donepezil hydrochloride tablets/OD tablets 3mg/5mg "DSP"

Contact:

Corporate Communications

Dainippon Sumitomo Pharma

TEL +81-6-6203-1407

<Reference>

Profile of "Donepezil hydrochloride tablets/OD tablets 3mg/5mg "DSP"

[Product Name]	Donepezil hydrochloride tablets 3mg "DSP" Donepezil hydrochloride tablets 5mg "DSP" Donepezil hydrochloride OD tablets 3mg "DSP" Donepezil hydrochloride OD tablets 5mg "DSP"
[Generic Name]	Donepezil hydrochloride
[Content / Description]	Donepezil hydrochloride tablets 3mg/5mg "DSP": film-coated tablets containing 3mg or 5mg of donepezil hydrochloride per one tablet. Donepezil hydrochloride OD tablets 3mg/5mg "DSP": orally disintegrating tablets containing 3mg or 5mg of donepezil hydrochloride per one tablet.
[Indication]	Suppression of the progression of dementia symptoms in mild to moderate Alzheimer-type dementia.
[Dose and Administration]	The usual initial adult dose for oral use is 3 mg of donepezil hydrochloride once daily. After 1 to 2 weeks the dosage is increased to 5 mg.
[Manufacturer and Distributor]	Dainippon Sumitomo Pharma Co., Ltd.
[Date of Approval]	July 15, 2011
[Date of NHI price listing]	November 28, 2011
[NHI drug price standard]	Donepezil hydrochloride tablets 3mg "DSP" one tablet: 190.80yen Donepezil hydrochloride tablets 5mg "DSP" one tablet: 284.80yen Donepezil hydrochloride OD tablets 3mg "DSP" one tablet: 190.80yen Donepezil hydrochloride OD tablets 5mg "DSP" one tablet: 284.80yen
[Packages]	Donepezil hydrochloride tablets 3mg "DSP": (PTP) 14 tablets, 28 tablets, 140 tablets. Donepezil hydrochloride tablets 5mg "DSP": (PTP) 56 tablets, 140 tablets, (bottle) 100 tablets. Donepezil hydrochloride OD tablets 3mg "DSP": (PTP) 14 tablets, 28 tablets, 140 tablets. Donepezil hydrochloride OD tablets 5mg "DSP": (PTP) 28 tablets, 56 tablets, 140 tablets.