

EISAI SIGNS CHINA MARKETING AGREEMENT FOR ANTI-INFLAMMATORY ANALGESIC POULTICE HAOJISHI

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that it has entered into an exclusive agreement with Teikoku Seiyaku Co., Ltd. (Headquarters: Kagawa, President & CEO: Shosaku Murayama, "Teikoku Seiyaku") to market the anti-inflammatory analgesic poultice Haojishi (brand name in China: Haojishi) in China. The agreement will come into effect on January 1, 2011.

Haojishi is an anti-inflammatory analgesic poultice that contains glycol salicylate and menthol as two of its main ingredients, and is a Chinese market-orientated version the anti-inflammatory analgesic poultice manufactured by Teikoku Seiyaku. Available in China as a prescription medication since being approved in 1997, the product comes in two types; one that generates a hot sensation and another that creates a cool sensation. While the cool type is used to treat acute bruising and pain, the hot type is used for the treatment of chronic pain.

The marketing rights for Haojishi are being transferred to Eisai's Chinese subsidiary Eisai China Inc. (Suzhou, Jiangsu Prov) to manufacture and distribute the finished product to Eisai China for distribution.

Eisai China's efforts to strengthen its business in the field of orthopedics are currently centered on the peripheral neuropathy treatment Methycobal[®] and the muscle relaxant Myonal[®]. By adding Haojishi to the mix, Eisai will enhance and strengthen the company's portfolio of orthopedic products, and make further contributions to addressing the diversified needs of and increasing the benefits provided to Chinese orthopedic patients and their families.

[Please refer to the following product image]

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[Notes to editors]

Haojishi Hot



Haojishi Cool

