

News Release

June 23, 2009

Tsumura Provides Three OTC Kampo Formulations to Takeda Pharmaceutical Company Limited.

Tsumura & Co. (Headquarters: Tokyo, President: Junichi Yoshii) announces that the Company has begun providing three OTC Kampo products to Takeda Pharmaceutical Company Limited.

Tsumura believes that, to facilitate sales of OTC Kampo products, it is important to provide appropriate information about how to use the products and their possible side-effects, and take the provision of this information into account in sales promotion activities.

As Takeda Pharmaceutical Company Limited has been carrying out promotions that focus on providing appropriate information over the counter, it acknowledges the Company's concept of promotion. Moreover, Takeda Pharmaceutical Company Limited has developed a sales management system based on this promotional focus, and it agrees with the Company's standards for OTC Kampo products with respect to the amount of the extract from the perspective of Kampo product safety. In addition to these factors, as a joint safety management system has now been developed, Tsumura has decided to provide three OTC Kampo products.

The two companies will cooperate in the future to develop a system, through which OTC Kampo products can confidently be taken by customers, by sharing information about the appropriate use and side-effects of Kampo products.

With effective provision of information and promotion of OTC Kampo products, Tsumura hopes that many people will take Kampo products that are most suitable to their symptoms, and thereafter lead healthy lives.

[Three products provided]

Hangekobokuto: Storage type H

Anchusan: Storage type I

Hangeshashinto: Storage type G