

March 10, 2006

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**On Kyorin Corporate Branding and the establishment of
a New Corporate Mark & Logotype**

Kyorin group transitioned to a Holding-Company Structure through a share exchange between Kyorin Co., Ltd. and Kyorin Pharmaceutical Co., Ltd. Today, March 10, 2006. In accordance with this change, we decided to promote our corporate brand management and we regenerated the corporate mark & logotype.

The Kyorin group changing to a holding company structure. Further, by reorganizing the group's units, the Kyorin group will build a system of management that will be able to make the "distinguished and integrated healthcare company" a reality, positioning itself solidly as a global drug creator. The Kyorin group will seek to boost the competitiveness of its pharmaceutical business and aim to develop novel businesses and to strengthen its business foundation.

In order to actualize these strategies, we intend to unify the understanding of group members and move forward with Kyorin corporate branding to reform the member consciousness and performance. The Kyorin corporate brand we established prescribes a "society with a smile" that Kyorin brand promises to promote and the values and action guidelines that they provide for stakeholders such as healthcare professionals, stock holders, customers and employees to promote the corporate philosophy. The corporate trademark & logo are also based on these ideas, and will be used for our name cards, company signs and printed materials.

1. Corporate philosophy

Nurturing a spirit that celebrates life and benefits society by contributing to the good health of people everywhere.

2. Corporate message

“Your health is Kyorin’s mission.”

Kyorin will continue using our existing corporate message. We will contribute to the health of people around the world and try to improve our corporate value in consideration of health in the wider context of prevention, prognosis and health enhancement as well as the treatment of disease with new drugs.

3. Corporate mark & logo



The new Kyorin brand promises "a society that smiles". In designing the new brand symbol, we included Kyorin's strong desire to act freely and fearlessly to fulfill this promise. Kyorin's hopes of gaining the trust and anticipation of its stakeholders, including patients, patients families, and workers in medical services, were also incorporated into the design. The new brand symbol, consists of three curved lines that form a heart-shaped apricot. The lines represent the smiles of patients, their families, and workers in medical services, as well as Kyorin’s three core businesses, namely prevention , treatment, and prognosis.

The orange color used in the corporate mark expresses honesty and warmth, the violet expresses the technology that brings confidence and the light green expresses free, and lively creativity.

The company logotype consists of a capital letter and small letters in lively font type, which expresses freshness, vitality, as well as familiarity.

We are happy to inform you of Kyorin Co., Ltd.'s newly opened website that introduces the company outlines and other information.

(HP address: www/kyorin-gr.co.jp)