

August 22, 2003

To Whom it May Concern

Kyowa Hakko Kogyo Co., Ltd.  
Kyorin Pharmaceutical Co., Ltd.

**Co-Promotion of Anti-Allergic Drug, “Allelock® Tablets”**

Kyowa Hakko Kogyo Co., Ltd. (Chiyoda-ku Tokyo, President: Yuzuru Matsuda) and Kyorin Pharmaceutical Co., Ltd. (Chiyoda-ku Tokyo, President: Ikuo Ogihara) have agreed to co-promote (co-promotion: 1 brand, 1 channel) in Japan the sale of an anti-allergic drug, “Allelock® Tablets 2.5 mg”/“Allelock® Tablets 5 mg” (nonproprietary name: olopatadine hydrochloride) currently being manufactured and sold by Kyowa Hakko. The co-promotion begins from October 1, 2003 and focuses towards general practitioners with less than 100 beds (hereinafter referred to as “GP”). “Allelock® Tablets” were created and developed by Kyowa Hakko and launched into the Japanese market on March 6, 2001. Since then, the drug has been highly rated as a therapeutic drug for allergic diseases because of the following characteristics:

- The drug is highly effective for 3 primary symptoms (sneezing, nasal discharge and nasal congestion) of allergic rhinitis and urticaria;
- The drug was confirmed to be highly effective for skin diseases (eczema, dermatitis, prurigo, pruritus cutaneous, psoriasis vulgaris, and erythema exudativum multiforme) accompanied by itching;
- The drug is expected to act promptly because its blood concentration peaks about 1 hour after administration;
- The drug is considered to undergo little drug interaction because it is excreted from the kidney without being metabolized almost in the body after oral administration.

“Allelock® Tablets” is expected to penetrate into the Japanese market further with the start of co-promotion of the drug with Kyorin who has strong marketing capabilities towards GPs in the fields of internal medicine and otolaryngology.

Kyorin is promoting a “franchise/customer” strategy with the marketing activity being focused in the fields of respiratory medicine, otolaryngology and urology. Co-promotion of “Allelock® Tablets” with Kyowa Hakko was thus judged to both realize efficient sales promotion of the drug and to reinforce further Kyorin’s strengths in the fields of respiratory medicine and otolaryngology.

Both Kyowa Hakko and Kyorin will start the co- promotion of “Allelock<sup>®</sup> Tablets” with an aim at fostering the drug as a top brand among anti-allergic drugs.

< Profile of “Allelock<sup>®</sup> Tablets” >

Nonproprietary name: Olopatadine hydrochloride

Indication : Allergic rhinitis, urticaria and itching accompanied by skin diseases (eczema, dermatitis, pruritus cutaneous, psoriasis vulgaris, erythema exudativum multiforme)

Dosage and Administration: Usual adult dosage is 5 mg as olopatadine hydrochloride twice daily, in the morning and before going to bed. The dosage should be adjusted according to the age and symptoms of patients.

Mechanism of Action: The drug has not only a selective histamine H<sub>1</sub> receptor antagonistic action mainly but also an inhibitory action of production/release of chemical mediators (leukotrienes, thromboxane, and platelet-aggregating factors).

NHI Price : ¥64.30 for 2.5 mg tablet  
¥84.90 for 5 mg tablet

Packaging: 2.5 mg tablets [PTP] : Boxes of 100, 500, 700 and 1,000 tablets in press-through package  
2.5 mg tablets [bottle]: Bottle of 500 tablets  
5 mg tablets: [PTP] : Boxes of 100, 500, 700, 1,000 and 3,000 tablets in press-through package  
5 mg tablets [bottle] : Bottle of 500 tablets

For further information, please contact:

Kyowa Hakko Kogyo Co., Ltd  
Corporate Communication Department  
Telephone: 03-3282-1903  
Kyorin Pharmaceutical Co., Ltd.  
Management Planning Department  
Telephone: 03-3293-3414