

Press Release

December 12, 2002

Kyorin Pharmaceutical Co., Ltd.
Bayer Yakuhin, Ltd.

Kyorin Pharmaceutical and Bayer Yakuhin reached a co-marketing agreement on Anti-allergic rhinitis, “Baynas ”

Kyorin Pharmaceutical Co., Ltd. (HO: Tokyo, President: Ikuo Ogiwara) and Bayer Yakuhin, Ltd. (HO: Osaka, President: Norikazu Eiki) reached a co-marketing agreement on the anti-allergic rhinitis treatment “Baynas®” which has been marketed by Bayer Yakuhin since May 2000. Kyorin Pharmaceutical will start to co-market Baynas® from January 2003 based on the agreement. Sales promotion will be made by both companies under the same brand name and turnover will be counted separately.

Kyorin Pharmaceutical is promoting the “Franchise Customer” strategy, which focuses its marketing activities especially on respiratory diseases, otolaryngology and urology. The launch of Baynas® reinforces its product line-up in otolaryngology as well as its access to specialists in that area.

Bayer Yakuhin concluded the agreement to further exploit the market potential of Baynas® and expects synergic effects on promotional activities by co-marketing with Kyorin Pharmaceutical due to its strong presence in otolaryngology.

Bayer Yakuhin will provide the finished product to Kyorin Pharmaceutical.

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