For Immediate Release

April 21, 2008

Dainippon Sumitomo Pharma Co., Ltd.
Yoshitomi Yakuhin Corporation

Notice of launching of a new antipsychotic LONASEN®

Dainippon Sumitomo Pharma Co., Ltd. (Head Office: Osaka, Japan; President: Kenjiro Miyatake) launches LONASEN® tablets 2 mg / 4 mg and LONASEN® powder 2%, an antipsychotic agent (generic name: blonanserin) as of April 22 under co-promotion arrangement with Yoshitomi Yakuhin Corporation (Head Office: Osaka, Japan; President: Youichi Furuno).

LONASEN® is an antipsychotic agent with novel structure, invented by Dainippon Sumitomo Pharma, characterized by its strong blocking action and high selectivity against dopamine-2 receptors and serotonin-2 receptors. It has stronger blocking action to dopamim-2 receptors than to serotonin-2 receptors.

In clinical studies, this drug showed efficacy on not only positive symptoms of schizophrenia (such as hallucinations and delusions), but also negative symptoms (such as flat affect and hypobulia). This drug also showed a low incidence of adverse reactions such as extrapyramidal symptoms, weight gain or hyperprolactinemia.

Dainippon Sumitomo Pharma places importance on CNS area as one of the priority research areas and has MRs dedicated in this specific area with an intention to foster this area as one of the company’s core businesses in the future. Among antipsychotic agents, the company has LULLAN®, a proprietary product which was launched in 2001, and SERENACE®.

Yoshitomi Yakuhin Corporation is one of Mitsubishi Tanabe Pharma’s consolidated subsidiaries. It keeps excellent communication relations with psychiatric care specialists through promotion activities specializing in this area.

Since both companies have advantages in psychiatric areas, such joint works will enable us to penetrate into the market much earlier and contribute to better therapy of schizophrenia.
Profile of a new antipsychotic LONASEN®

[Brand Name]  LONASEN® Tablet 2 mg, LONASEN® Tablet 4 mg, LONASEN® Powder 2%

[Generic Name]  blonanserin

[Content / Description]  LONASEN® Tablet 2 mg: 2mg of blonanserin per tablet
LONASEN® Tablet 4 mg: 4mg of blonanserin per tablet
LONASEN® Powder 2%: 20mg of blonanserin per 1g powder

[Indication]  schizophrenia

[Dosage and Administration]  Initial treatment should be started at the usual oral dose of 4 mg of blonanserin twice per day for adults, and the dosage should be increased gradually. The maintenance dose of 8-16 mg is orally administered in 2 divided doses after meals. The dosage may be adjusted according to the patient’s age and symptoms; however, the daily dose could not be increased over 24 mg per day.

[Features]
1. Blocks dopamine-2 receptors and serotonin-2 receptors selectively. (mouse, rat, canine, in vitro)
2. Efficacy on positive symptoms of schizophrenia, such as hallucinations or delusions
3. Efficacy on negative symptoms of schizophrenia, such as flat affect or hypobulia
4. Also efficacy schizophrenia acute exacerbation of schizophrenia

[Manufacturer and Distributor]  Dainippon Sumitomo Pharma, Co., Ltd.

[Date of Approval]  January 25, 2008

[Date of NHI Price Listing]  April 18, 2008

[NHI Drug Price Standard]  2 mg Tablet: ¥77.3
4 mg Tablet: ¥145
1g of 2% Powder: ¥699.4

[Packaging]  LONASEN® Tablet 2 mg: [PTP] 100 tablets (10 x 10)
LONASEN® Tablet 4 mg: [PTP] 100 tablets (10 x 10), 1,000 tablets (10 x 100)
LONASEN® Powder 2%: 100g