

For Immediate Release

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**Daiichi Sankyo to Launch Percutaneous Analgesic and Anti-Inflammatory Drug
Loxonin[®] Gel 1% in Japan**

Tokyo, Japan (October 5, 2010) – Daiichi Sankyo Company, Limited (hereafter, Daiichi Sankyo) today announced the launch in Japan of its percutaneous analgesic and anti-inflammatory drug Loxonin[®] Gel 1% (generic name, loxoprofen sodium hydrate; approval for manufacture and marketing, June 9, 2010; drug price listing, September 24, 2010).

Loxonin[®] Gel 1% contains the same active ingredient, loxoprofen sodium hydrate, as found in pills and powder formulations of the leading oral analgesic and anti-inflammatory Loxonin[®] brand. The gel offers equivalent efficacy and can be easily applied to an affected area with no displeasing odor.

Following the launch of Loxonin[®] pap in 2006 and Loxonin[®] tape in 2008, Daiichi Sankyo is confident that this new addition to the Loxonin[®] lineup, which has been a long-standing top brand since 1986, will further contribute to analgesic and anti-inflammatory drug treatment in Japan.

Product Outline

(Launch date: October 5, 2010)

Dosage form	Percutaneous analgesic and anti-inflammatory drug
Product name	Loxonin [®] Gel 1% (generic name: loxoprofen sodium hydrate)
Drug price	6.8 yen/g (25g package: 170 yen, 50g package: 340 yen) 【Japan standard drug price listing received September 24, 2010】
Efficacy	Relieves pain and inflammation occurring from the following illnesses and symptoms: degenerative arthritis, muscle pain, swelling and pain caused by external injury
Dosage	Rub gel on an affected area once per day (appropriate amount dependent on symptoms)
Remarks	Manufacture and marketing: DAIICHI SANKYO Co., Ltd.

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