

For Immediate Release

Company name: DAIICHI SANKYO COMPANY, LIMITED

Representative: Joji Nakayama, President and CEO

(Code no.: 4568, First Section of Tokyo, Osaka and Nagoya Stock Exchanges)

Please address inquiries to Toshiaki Sai, Corporate Officer,

Vice President, Corporate Communications Department

Telephone: +81-3-6225-1126 (Public Relations)

+81-3-6225-1125 (Investor Relations)

<http://www.daiichisankyo.com/>

Announcement of Launch Date in Japan for Inavir[®] Influenza Antiviral Inhalant

Tokyo, Japan (September 29, 2010) – Daiichi Sankyo Company, Limited announced today that it will launch Inavir[®] Dry Powder Inhaler 20mg (generic name: laninamivir octanoate hydrate; approval for manufacture and marketing in Japan: September 10) on Tuesday, October 19, for treatment of influenza in Japan.