

For Immediate Release

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Daiichi Sankyo Announces New Global Corporate Slogan as of April 1, 2012

Tokyo, Japan (March 23, 2012) – Daiichi Sankyo Company, Limited today announced that a new Daiichi Sankyo Group global corporate slogan will be rolled from April 1, 2012 via corporate advertisements, corporate websites and so on.

The new Daiichi Sankyo Group global corporate slogan is as follows:

Passion for Innovation. Compassion for Patients. TM

The Daiichi Sankyo Group's global corporate slogan will improve recognition of the Daiichi Sankyo brand around the world and further contribute to the Group's goal of becoming a Global Pharma Innovator.

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