

For Immediate Release

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Daiichi Sankyo to Launch Awareness Campaign about Alzheimer's Disease

TOKYO, Japan (March 16, 2012) — Daiichi Sankyo Company, Limited (hereafter: Daiichi Sankyo) today announced a new Alzheimer's disease awareness campaign. The campaign will be run via TV commercials and a website and other media.

Alzheimer's disease is a disease that can affect anyone. As Japanese society continues to age, one in four of the age of 85 or older is now said to be affected by the disease.

Daiichi Sankyo developed the educational campaign in the belief that educating these caretakers about the importance of treating the disease and the increasing range of treatments will help patients receive better treatment and allow those with Alzheimer's disease to spend more time with their families.

TV commercial

Actress Kirin Kiki plays the role of the Alzheimer's sufferer who is visited by her happy family. They gather around a birthday cake and the fond moment is depicted from the perspective of the grandchild. The family wants to spend as much quality time together as possible. This birthday themed version was produced with that desire in mind.

First airing: March 17

Broadcast region: Japan

Website

The website is designed to improve understanding about Alzheimer's and gives a variety of information about the disease including symptoms, new treatments and contact information for patient care support hotline(s).

Title: Better to be together (*issho ga ii ne*)

URL: <http://www.isshogaiine.com>

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