



This press release is an English-language translation of the original Japanese-language version. To the extent that there are discrepancies between this translation and the original version, the original version shall be definitive.

For Immediate Release

AstraZeneca K.K.
Daiichi Sankyo Company, Limited

**“Do you Experience Heartburn or Acid Reflux?”
AstraZeneca and Daiichi Sankyo to Educate Public about Reflux Esophagitis**

TOKYO, Japan (November 18, 2011) – Daiichi Sankyo Co., Ltd. (hereafter, Daiichi Sankyo) and AstraZeneca K.K. (hereafter, AstraZeneca) today announced the launch of a campaign in Japan aimed at educating the public about reflux esophagitis. The campaign seeks to give patients suffering from irritating symptoms of reflux esophagitis an accurate understanding of the disease and help them take their lives back through appropriate treatment. The campaign is structured around the question, “Do you experience heartburn or acid reflux?” and incorporates a media mix featuring TV commercials and an online presence.

With Japan’s recent shift towards a western diet and lowered incidence of helicobacter pylori infection, Japanese now experience increased levels of acid secretion, and reflux esophagitis sufferers are on the rise. Reflux esophagitis is a disease in which inflammation of the esophageal membrane occurs when stomach contents, including the highly acidic hydrochloric acid (gastric acid), are regurgitated. The main symptoms of the disease include heartburn and acid reflux (an acidic taste in the throat and mouth, accompanied by a feeling that the contents of the stomach are being regurgitated). The Japanese Society of Gastroenterology’s 2009 GERD treatment guidelines state that one or more instances of symptoms per week have a negative effect on QOL, and that the ultimate goal is to relieve symptoms completely.

Many people who suffer from reflux esophagitis do not realize that heartburn and acid reflux are symptoms of the disease. Consequently, they end up simply enduring its uncomfortable, lingering symptoms. Daiichi Sankyo and AstraZeneca aim to educate such people about the disease through a variety of media created to help GERD patients take control their lives.

About the visual concept - “Here comes the esophagus investigator“

Actor Toshio Kakei plays a detective who sets out to explain to people with reflux esophagitis symptoms, such as heartburn and acid reflux, the importance of getting a medical check-up. Many people who experience these discomforts do not realize they may indicate a disease and end up simply tolerating them. The investigator works day and night to protect the esophaguses of Japan and is a dashing character who is full of enthusiasm for his work.



About the TV commercials

The actor Toshio Kakei plays an esophagus investigator who educates the public about reflux esophagitis.

*Airing nationwide in Japan from November 18



Heartburn story



Acid reflux story

About the website

The website contains a variety of information about reflux esophagitis as well as content designed to help people to easily check symptoms

Title: *muneyake* (heartburn) - *donsan* (acid reflux).jp

URL: <http://www.muneyake-donsan.jp/>



For inquiries about the reflux esophagitis educational campaign:

Call toll-free 0120-707-191

Time: 9:30-5:30 (Week days Monday-Friday)

For inquiries about this press release:

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