

FOR IMMEDIATE RELEASE

Media Inquiries:

Ethan Pigott
beSPEAK Communications
416-558-2783
ethan@bespeakcommunications.com

Eisai Limited Celebrates Official Introduction to Canada

Tokyo-based multinational pharmaceutical company brings human health care mission to Canada

Mississauga, ON, Nov. 30, 2011 - Eisai Limited, a wholly-owned Canadian subsidiary of Eisai Inc., officially celebrated its introduction to the Canadian healthcare marketplace today at a celebration in downtown Toronto. Attendees included patients and advocates, healthcare providers, diplomats and government officials, Canadian employees and corporate executives from Eisai Co.

“Establishing our presence in Canada is a significant step in expanding our North American presence,” said Mr. Haruo Naito, President and CEO of the Tokyo-based global headquarters of Eisai Co., Limited. “We are pleased to officially introduce the Eisai team to the Canadian healthcare community and to bring our patient-focused corporate mission of *human health care (hhc)* to Canadians through the provision of our unique products.”

With Canadian headquarters based in Mississauga, Ontario, one of the largest biopharmaceutical clusters and medical communities in North America, Eisai Limited also employs sales representatives located across Canada.

“Working together with companies like Eisai, we are building a stronger, more innovative economy and creating jobs,” said Minister of Economic Development and Innovation Brad Duguid. “Our congratulations to Eisai for their leadership in research and new product development.”

“We are grateful for the investment from the McGuinty government to help establish Eisai in Canada,” says Takihito Hirasawa, President, Eisai Limited.

Mr Hirasawa adds: "In its first year of business, Eisai Limited has launched two products to the Canadian healthcare marketplace: the antiepileptic agent Banzel™ for seizures associated with Lennox-Gastaut Syndrome, a severe form of epilepsy, and Gliadel®, a chemotherapy wafer indicated for patients with recurrent Glioblastoma Multiforme (GBM), the most aggressive type of brain cancer. We have also created New Drug Submissions to Health Canada for additional products in the area of oncology and anticipate bringing new products to the marketplace in 2012."

Eisai Limited plans to register and commercialize select products from the Company's U.S. product portfolio. Over time, additional oncology and neurology products will be introduced to the Canadian market including the anti cancer agent Halaven® for metastatic breast cancer, and a novel agent for the treatment of epilepsy.

"As a parent of a child living with epilepsy and a long-time advocate in the epilepsy community, I welcome new options and partners to help those Canadians with epilepsy lead fulfilling and complete lives," says Andy Ayotte, founding president of the Canadian Epilepsy Alliance and a past president of Epilepsy Toronto. "With the entry of Eisai's neurology products to Canada, patients and their families now have new options to consider and we have the benefit of accessing international expertise and insight into this challenging disorder."

About Eisai Limited

Eisai established Eisai Limited Canada in 2010. As a wholly-owned subsidiary of Eisai Inc., Eisai Limited is based in Mississauga, Ontario, one of the largest biopharmaceutical clusters and medical communities in North America. For more information about Eisai in Canada, please visit www.eisai.ca

About Eisai Co., Limited

Eisai Co is one of the world's leading R&D-based pharmaceutical companies that has defined its corporate mission as "giving first thought to patients and their families and to increasing the benefits health care provides," which we call *human health care (hhc)*.

Eisai concentrates its R&D activities in three key areas:

- Neuroscience: Alzheimer's disease, multiple sclerosis, neuropathic pain, epilepsy, depression, etc.
- Oncology: Anticancer therapies; tumour regression, tumour suppression, antibodies, etc. and Supportive cancer therapies; pain relief, nausea, etc.
- Vascular/Immunological Reaction: Acute coronary syndrome, atherothrombotic disease, sepsis, rheumatoid arthritis, psoriasis, Crohn's disease, etc.

With operations in Canada, the U.S., Asia, Europe and its domestic home market of Japan, we employ more than 11,000 people worldwide.

About Eisai Inc.

Eisai Inc. was established in 1995 and is ranked among the top-20 U.S. pharmaceutical companies (based on retail sales). The Company began marketing its first product in the United States in 1997 and has rapidly grown to become a fully integrated pharmaceutical business. Eisai's areas of commercial focus include neurology, gastrointestinal disorders and oncology/critical care. The Company serves as the U.S. pharmaceutical operating company of Eisai Co., Ltd., a research-based human health care (hhc) company that discovers, develops and markets products throughout the world.

Eisai Inc. has a global product creation organization that includes U.S. - based R&D facilities in Massachusetts, New Jersey, North Carolina and Pennsylvania as well as manufacturing facilities in Maryland and North Carolina. The Company's areas of R&D focus include neuroscience, oncology, vascular, inflammatory and immunological reaction, and antibody-based programs.