

The NHI Drug Price Listing and Launch of an Anti-depressant, Lexapro® 10 mg

Mochida Pharmaceutical Co., Ltd.
Mitsubishi Tanabe Pharma Corporation

(Tokyo and Osaka, Japan, July 21, 2011) Mochida Pharmaceutical Co., Ltd. (Head office: Tokyo, President: Naoyuki Mochida, hereinafter: Mochida) and Mitsubishi Tanabe Pharma Corporation (Head office: Osaka, President & CEO: Michihiro Tsuchiya, hereinafter: Mitsubishi Tanabe Pharma) today announced that Lexapro® 10mg (generic name: escitalopram), for which Mochida obtained the marketing approval, will be launched on August 22, 2011 following the NHI (National Health Insurance) Drug Price was listed.

Mochida and Mitsubishi Tanabe Pharma signed an agreement to co-market about Lexapro® in Japan in January 2011 and it will be marketed by both companies under the agreement. And Yoshitomiya Corporation (Head Office: Osaka, President & CEO: Kuniyoshi Wada), a subsidiary of Mitsubishi Tanabe Pharma, will participate in its promotion.

Lexapro® is a selective serotonin reuptake inhibitor (SSRI) originated by H. Lundbeck A/S (Head office: Copenhagen, Denmark, CEO: Ulf Wiinberg). It was launched as Cipralex® in European countries and Lexapro® in the United States in 2002 and has the biggest share in the SSRI market. We hope that Lexapro® will contribute to improving QOL of the patients with depression as a new therapeutic option in Japan.

Mochida and Mitsubishi Tanabe Pharma estimate that sales amounts of Lexapro® are 3 billion yen for the first year of the launch and 33.8 billion yen in its peak year 6 years later, in total.

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For Reference

Brand Name	:	Lexapro® 10mg
Generic name	:	Escitalopram oxalate
Ingredients and Contents	:	12.77mg Escitalopram oxalate per tablet (10mg Escitalopram per tablet)
Indication	:	Depression and depressive symptoms
Dosage and Administration	:	Usually, to adults, 10mg of Escitalopram is orally administered once daily after meal in the evening. The dosage may be adjusted according to the patient's age and symptoms; however, the daily dose could not be increased over 20mg and this should occur after a minimum of one week.
Package	:	28,100,140,500 tablets (PTP), 500 tablets (Bottle)
NHI Drug Price	:	212.00 Yen per tablet
Date of Approval	:	April 22, 2011
Date of NHI Drug Price Listing	:	July 19, 2011
Date of Launch	:	August 22, 2011
Manufacturer/Distributor	:	Mochida Pharmaceutical Co., Ltd.