

April 3, 2012

**Announcement on Launching the Topical Analgesic Patch “SALONPAS®”
in Chinese market**

Hisamitsu Pharmaceutical Co., Inc., (hereafter “Hisamitsu Pharmaceutical,” President: Hirotaka Nakatomi) is announcing that we have launched the topical analgesic patch “SALONPAS®” in the People's Republic of China (hereafter “China”).

This product will be manufactured at Hisamitsu Pharmaceutical’s Tosu Factory and is planned to be marketed as an over-the-counter (OTC) drug by sales representatives in China. Sales promotion in China will be implemented by Hisamitsu Pharmaceutical Technology Consulting (Beijing) Co., Ltd., a subsidiary of Hisamitsu Pharmaceutical, established on October 14, 2011.

Hisamitsu Pharmaceutical will further strive to promote its corporate philosophy “Patch and Care of People around the World” by launching “SALONPAS®” in the Chinese market.

Product Description

Volume/Size	10 patch package, 20 patch package, or 40 patch package 1 patch: 6.5 cm x 4.2 cm
Indications	Stiff shoulders, backache, joint pain, muscle fatigue, muscle pain, bruises, sprains, and chilblains
Dosage and Administration	Apply to the affected area not more than 4 times daily and up to 8 hours per patch.
Active Ingredients/Amounts	(per patch) Methyl salicylate...36 mg <i>l</i> -menthol...33 mg Vitamin E acetate...12 mg dl-Camphor...7.1 mg