

-This material is an English translation of the press release announced on July 21, 2011 in Japanese, and the Japanese release is given priority about the content and the interpretation.

July 21, 2011

**Notice of the availability of *Norspan*® Tape, a dermally absorbed remedy for persistent pain.
-On the market from August 4, 2011-**

On August 4, 2011, Hisamitsu Pharmaceutical Co., Inc. (head office: Tosu city, Saga, CEO: Hirotaka Nakatomi, hereinafter referred to as Hisamitsu Pharmaceutical) will commence the new marketing of the buprenorphine adhesive agent *Norspan*® Tape, which was developed by Mundipharma K.K. (head office: Minato ward, Tokyo, CEO: Tatsuya Kimura). This drug is listed on the National Health Insurance (NHI) Drug Price Standard as of July 19, 2011.

Norspan® Tape is an adhesive and dermally absorbed remedy for persistent pain containing buprenorphine. The product is indicated for the relief of chronic pain from osteoarthritis and lower back pain that cannot be treated with non-opioid analgesics.

The application for marketing approval of this drug was submitted by Mundipharma K.K. in October 2008, and approval was obtained on February 23, 2011. In regards to the distribution of this drug in Japan, Hisamitsu Pharmaceutical obtained exclusive distributorship rights from Mundipharma in August 2007. Going forward, the products will be supplied from Mundipharma K.K., which will then be distributed by Hisamitsu Pharmaceutical.

Hisamitsu Pharmaceutical will cooperate with Mundipharma K.K. in establishing a system to promote the appropriate use of this drug and provide customers with accurate information, thereby making further contributions to the improvement of patients' quality of life.

<Reference>

Date of Marketing Approval	February 23, 2011
Date of NHI Drug Price Listing	July 19, 2011
Date of market (scheduled)	August 4, 2011
Drug price	<i>Norspan</i> ® Tape 5 mg: 1,529.1 yen/sheet
	<i>Norspan</i> ® Tape 10 mg: 2,356.4 yen/sheet
	<i>Norspan</i> ® Tape 20 mg: 3,631.3 yen/sheet

Product name:	NORSPAN® TAPE 5 mg, NORSPAN® TAPE 10 mg, NORSPAN® TAPE 20 mg
Generic name:	Buprenorphine
Indication:	Relief of chronic pain associated with the following diseases of which the pain can not be controlled sufficiently with non-opioid analgesics: - Osteoarthritis - Low back pain
Dosage and administration:	Usually for adults, apply this product onto prothoracic part, upper part of back, outside of upper arm or side chest and change it every 7 days. The initial dose applied is set at 5 mg as buprenorphine, and the subsequent dose to be applied should be adjusted according to the symptom of patient as appropriate but should not exceed 20 mg.
Approval requirements	Appropriate actions should be taken at the time of marketing so that NORSPAN® TAPE will be prescribed/used by physicians who know how to make a diagnosis of and treat chronic pain accompanying osteoarthritis and low back pain; NORSPAN® TAPE will be used only at pharmacies and medical institutions where a physician or supervising pharmacist can sufficiently control and explain the risks of NORSPAN® TAPE, etc; and NORSPAN® TAPE will be dispensed at the pharmacies after the concerned physician/medical institution has confirmed its use.