

TABLE OF CONTENTS

February 9, 2009

No. 2126

BUSINESS

- 1 Taisho Toyama Aims at Becoming Market Leader for Anti-infection Drugs
- 2 New Pfizer to Become World's Premier Biopharma Company: CEO Jeff Kindler
 - Pfizer to Retain Its Name
 - To Re-launch OTC Drugs
 - Plans Still Undecided for Japanese Subsidiaries
 - US Sales in 2008 Down 12%
- 3 Acquisition of Wyeth Does Not Solve Problems: Datamonitor Report
- 4 Astellas Interested in CV Therapeutics' Product Lineup
 - CV Therapeutics Confirms Rejection of Proposal
- 4 aRigen Licenses New Anti-Peptic Ulcer Agent to Taiho
- 5 Novartis to Comarket Lucentis with Alcon Japan
- 5 GSK's 1,200 MRs Start Detailing Adair for COPD
- 5 **3-Qtr Business Results: 1**
 - Takeda: Sales Up 11.8% Despite NHI Price Cuts, Strong Yen
 - Astellas: Strong Yen Affects Sales, Profits
 - Daiichi Sankyo: Net Losses of ¥297.8 Bil. due to Acquisition of Ranbaxy
 - Eisai: Sales Up 7.0%, Oncology Products Accounting for 10% of Sales
 - MTPC: Remicade Props Up Sales
 - Daiippon Sumitomo: Sales Up 1.4% Driven by New Products
 - Shionogi: Acquisition of Sciele Pushes Profit Down
 - Taisho: Sales Up 3.3%, Net Profits Down 79.7%
 - Teijin: Bonalon, Alvesco Prop Up Business
 - Kyowa Hakko Kirin: Sales Up 52.1%
- 8 **BUSINESS NEWS IN BRIEF**
 - Kringle Pharma Starts Negotiating Option Agreement with Maruho
 - GSK Adjust Shipments of Relenza
 - JPMA Creates Dedicated Task Force on Tax-Related Issues

GENERICS

- 9 NHI Societies Asked to More Actively Promote Use of Generics
- 9 Group of Health Insurance Societies to Promote Use of Generics
- 9 Lack of Information Prevents Use of More Generics

REGULATORY

- 10 Takeda Obtains Approval for Lansoprazole's Successor in US
- 10 Japan's First Oral Carbapenem Recommended for Approval
- 11 **REGULATORY NEWS IN BRIEF**
 - Novartis Applies for Everolimus for RCC
 - *Koroshio* to Increase Safety Measure Contribution Rate from April

COMMENTARY

- 12 Patent Expiration of Blockbusters and New Breakthrough Candidates from Japanese Pharmaceutical Companies: Keiji Nakamura, Ph. D.
- 16 **Survey**
 - Majority of People Have Misconceptions about Antibacterials: Pfizer Survey

R&D

- 17 Insurance Products to Compensate Subjects in Interventional Studies under Development
- 17 **R&D NEWS IN BRIEF**
 - PII/III Trial of OTS102 Started in Pancreatic Cancer Patients
 - PI/II Trial of ChronSeal Approved in Sweden

MEDICAL DEVICES

- 18 Selection of Medical Materials Important for DPC Hospitals: Dr Muto
- 18 PICCs Cut Treatment Costs by Reducing Incidence of Complications
- 19 **MEDICAL DEVICE NEWS IN BRIEF**
 - BioAccess Applies for Alternative to Baxter's Bone Marrow Collection Kit
 - Another Death in Trial of Evaheart
 - Fancy Color Contact Lenses to Be Controlled the Same Way as Regular Contact Lenses

SELF-MEDICATION

- 20 Mochida to Develop OTC Versions of Epadel
- 20 LDP Diet Members to Discuss Online Sale of OTC Drugs
 - Group Points out Need for Law to Effectively Restrict Online Sale of Drugs
- 21 **SELF-MEDICATION NEWS IN BRIEF**
 - Mr Masuzoe Reconfirms *Koroshio*'s Stance on Online Sales of OTC Drugs
 - Cooling-off Period Will Not Apply to Haichiyaku

MEDICAL FACILITIES & NURSING CARE

- 21 Updated GL for Colon Cancer to Recommend Bevacizumab, Cetuximab
- 22 Risperidone, Olanzapine, Quetiapine Likely to Be Related to Diabetes: AERS DB Analysis
 - Large DB Essential to Detect Rare ADRs
- 22 *Koroshio* to Study Efficacy of Tamiflu against Resistant Strains
 - *Koroshio* Calls For Precautions about Abnormal Behavior in Patients on Relenza
- 23 **Seminar**
 - Anti-smoking Measures Most Effective against COPD
 - Primary Care Effective against Pollinosis: NBI Seminar