

News Release

July 11, 2012

Taiho Pharmaceutical Co., Ltd.

Teikoku Seiyaku Co., Ltd.

Business Partnership regarding Breakthrough Cancer Pain Reliever “OVF”

Taiho Pharmaceutical Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; President: Masayuki Kobayashi; hereafter “Taiho”) and Teikoku Seiyaku Co., Ltd. (Head Office: Higashikagawa, Kagawa; President: Misako Fujioka; hereafter “Teikoku”) announced today that the two companies have reached an agreement on the business partnership of breakthrough cancer pain reliever “OVF” (oral buccal tablet of fentanyl citrate).

Taiho has been conducting clinical trials on “OVF” in Japan, under the License Agreement reached in 2005 between Taiho and CIMA LABS INC., now part of Cephalon Inc.. Teikoku sets their expertise in the field of transdermal analgesic medications and willingness to relieve pain from patients as their core business strategy for the development and manufacture of narcotic drug formulations. As an outcome of this agreement, Teikoku will submit NDA (New Drug Application) and be designated as the Marketing Authorization Holder of the “OVF”, while Taiho will commence sales/distribution of the drug within Japan.

“OVF” is indicated for breakthrough pain in cancer patients who are already prescribed and controlled with other opioid analgesics for the management of persistent pain. This tablet is placed at the buccal site (adjacent to the cheek and upper tooth) and absorbed through the oral mucosa for fast-acting analgesic effect. It is commercially available worldwide in the names of “Fentora®” and “Effentora®” .

Both companies will cooperatively provide appropriate information on “OVF” to healthcare professionals and contribute to patients in struggle against cancer pain.