

February 5, 2007
Shionogi & Co., Ltd.

**Shionogi Launches Cancer Pain Analgesic OxiNorm Powder 0.5%
(Oxycodone Hydrochloride Hydrate)**

Osaka, February 5, 2007 – Shionogi & Co., Ltd. (Head Office: Osaka; President: Motozo Shiono) launched OxiNorm powder 0.5% (oxycodone hydrochloride hydrate), a powder analgesic for cancer pain, in Japan today.

Licensed from Mundipharma, OxiNorm powder 0.5% is an immediate-release powder analgesic for treatment of cancer pain with the same active ingredient as OxyContin[®] Tablets, also under license from Mundipharma, which Shionogi launched in July 2003. It is used for adjusting dosage for individual patients to obtain an optimal dose and for swift treatment of sudden pain (breakthrough pain).

Combined use of sustained-release and immediate-release analgesics with the same active ingredient and administration route is a method for treating cancer pain recommended in the official journal of the World Health Organization (WHO) and elsewhere. The launch of OxiNorm powder 0.5% will further increase the efficacy of cancer pain management with OxyContin[®] Tablets.

Shionogi will dedicate its full efforts to appropriately promoting OxiNorm powder 0.5% and OxyContin[®] Tablets, so that all cancer patients can lead peaceful lives free from pain.

A product summary follows below.

Product Summary of OxiNorm powder 0.5%

Product name: OxiNorm powder 0.5%

Generic name: Oxycodone hydrochloride hydrate

Acquisition of manufacturing and marketing approval: October 20, 2006

NHI drug price listing: December 1, 2006

Launch date: February 5, 2007

Indications: Moderate to severe pain associated with all types of cancer

NHI drug price: ¥132.60 per gram (at 0.5%)

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