

September 14, 2009
Shionogi & Co., Ltd.

Cancer Pain Analgesic
**Additional Volume of OxiNorm[®] Powder 0.5%
- 2g (10mg/pouch) -**

Shionogi & Co., Ltd. (Head Office: Osaka; President: Isao Teshirogi) announces that it launched OxiNorm[®] powder 0.5% 2g (10mg/pouch) (generic name: oxycodone hydrochloride hydrate), a powder analgesic for cancer pain, in Japan on September 11, 2009.

OxiNorm[®] powder 0.5%, which was launched in February 2007, is an immediate-release powder analgesic for treatment of cancer pain with the same active ingredient as OxyContin[®] tablets. It is used for adjusting dosage for individual patients to obtain optimal doses and for swift treatment of sudden pain (breakthrough pain).

Shionogi has been providing 0.5g (2.5mg/pouch) and 1g (5mg/pouch) of OxiNorm[®] powder since February 2007. However, many physicians and other healthcare professionals have requested a dose of 2g (10mg/pouch) for treatment of patients which such a dose as 0.5g or 1g is insufficient for. OxiNorm[®] powder 0.5% 2g was added to product line-up and all OxiNorm[®] powder were relaunched as stick packaged products, which makes it easy to take. The Company expects that these products can contribute to higher QOL (quality of life) of cancer patients.

OxiNorm[®] powder 0.5% and OxyContin[®] tablets are under license from Mundipharma International Limited.

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

OxiNorm[®] powder 0.5% [2g (10mg/pouch)] Product Overview

Product Name:	OxiNorm [®] powder 0.5%
Generic Name:	Oxycodone hydrochloride hydrate
Additional Volume:	2g (10mg/pouch)
Acquisition of Manufacturing and Marketing Approval:	October 20, 2006
Approval of Partial Change:	May 12, 2009
NHI Drug Price Listing:	December 1, 2006
Launch Date:	September 11, 2009
Indications:	Moderate to severe pain associated with all types of cancer
Price:	130.40 per gram (at 0.5%, revised in April 2008)

Forward-Looking Statements

This announcement contains forward-looking statements. These statements are based on expectations in light of the information currently available, assumptions that are subject to risks and uncertainties which could cause actual results to differ materially from these statements. Risks and uncertainties include general domestic and international economic conditions such as general industry and market conditions, and changes of interest rate and currency exchange rate. These risks and uncertainties particularly apply with respect to product-related forward-looking statements. Product risks and uncertainties include, but are not limited to, completion and discontinuation of clinical trials; obtaining regulatory approvals; claims and concerns about product safety and efficacy; technological advances; adverse outcome of important litigation; domestic and foreign healthcare reforms and changes of laws and regulations. Also for existing products, there are manufacturing and marketing risks, which include, but are not limited to, inability to build production capacity to meet demand, unavailability of raw materials and entry of competitive products. The company disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise.

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