

September 15, 2004

Contact:

Corporate Communications
Yamanouchi Pharmaceutical Co., Ltd.
3-11, Nihonbashi-Honcho 2-chome,
Chuo-ku, Tokyo 103-8411, Japan
Tel: +81-3-3244-3201
Fax: +81-3-5201-7473

Contact:

Corporate Communications
Fujisawa Pharmaceutical Co., Ltd.
4-7, Doshomachi 3-chome,
Chuo-ku, Osaka 541-8514, Japan
Tel: +81-6-6206-7857
Fax: +81-6-6206-5016

FOR IMMEDIATE RELEASE

Business Philosophy, Brand Mark, and Corporate Message of Astellas

Yamanouchi Pharmaceutical Co., Ltd. (Headquartered in Tokyo, Japan; President and CEO: Toichi Takenaka, Ph.D.) and Fujisawa Pharmaceutical Co., Ltd. (Headquartered in Osaka, Japan; President and CEO: Hatsuo Aoki, Ph.D.), (hereinafter collectively referred to as the “Parties,”) announced that they have developed Business Philosophy, Brand Mark, and Corporate Message (presented below) for Astellas Pharma Inc. which will be formed by merger of the Parties on April 1, 2005, subject to relevant regulatory clearances.

The Business Philosophy of Astellas highlights its corporate attitudes toward all stakeholders -- customers, shareholders, employees, the global community – and embodies the Astellas’s vision to unceasingly contribute to the health of people around the world by providing innovative and reliable pharmaceutical products and thereby continuously enhancing the enterprise value of Astellas.

The Brand Mark and the Corporate Message have been established in line with the Business Philosophy, and will be utilized for products, printed materials, signboards, and other promotional purposes by Astellas from April 2005.

Meanwhile, the midterm strategy and projected financials for Astellas are planned for release on November 9, 2004, while the interim financial results of the current fiscal year for the Parties will be respectively announced on November 4, 2004.

1. Business Philosophy

The business philosophy of Astellas is comprised of the following triad:

(1) Raison D'etre; (2) Mission; and (3) Beliefs.

[Raison D'etre]

Contribute toward improving the health of people around the world through the provision of innovative and reliable pharmaceutical products

To go beyond all others in exploring and tapping the potential of the life sciences.

To continue tackling new challenges and creating innovative pharmaceutical products.

To deliver quality products along with accurate information and retain solid credibility among customers.

To support healthy living for people around the world.

To continue shining on the global pharmaceutical field.

[Mission]

Sustainable enhancement of enterprise value

- Astellas will seek to enhance its enterprise value in a sustainable manner.
- Astellas will seek to be the company of choice among all its stakeholders, including its customers, shareholders, employees, and the global community. Astellas will strive to gain the trust of all stakeholders and thereby enhance its enterprise value.

[Beliefs]

Our “beliefs” provide the code of conduct we prize at all times

Astellas will always be a group of people who act upon these beliefs

- High Sense of Ethics: We will always manage our business with the highest sense of ethics
- Customer Focus: We will always seek to understand customer needs and our focus will always be on achieving customer satisfaction
- Creativity: We will not be complacent and will always seek to innovate to create new value
- Competitive Focus: Our eyes will always be directed to the outside world, and we will continue to create better value faster

2. Brand Mark and Corporate Message



[Brand Mark]

- The Astellas brand mark depicts a beautiful shining star moving toward the future and named “Flying Star.” This brand mark expresses the corporate vision of Astellas -- to deliver hope and elation to all who wish for a healthy life, a life supported by state-of-the-art science, technology, and insight. The red color depicts an affluent and healthy lifestyle that embodies “quality of life,” while the gray text depicts credibility in state-of-the-art science and technology.

[Corporate Message]

Leading Light for Life

- World-Class State-of-the-Art Pharmaceuticals that promise people from around the world a healthier and more affluent life. That means Astellas. Our challenge, our vision, and our mission are to illuminate the future, to forever seek a better life for all. As a global pharmaceutical company, Astellas is determined to be the “Leading Light for Life.” This message directly reflects our philosophy (raison d’etre); “Contribute toward improving the health of people around the world through the provision of innovative and reliable pharmaceutical products.”

In addition, the Parties have established a web page that introduces Astellas. (www.astellas.com)