

September 29, 2004

Yamanouchi and Fujisawa to Start Operation of OTC Drug Joint Venture Zepharma Management Team, Organizational Structure, Business Sites Announced

Tokyo - September 29, 2004 - Fujisawa Pharmaceutical Co., Ltd. ("Fujisawa"; President and CEO: Hatsuo Aoki) and Yamanouchi Pharmaceutical Co., Ltd. ("Yamanouchi"; President and CEO: Toichi Takenaka) will start operation of their joint venture company Zepharma Inc. specialized in OTC drugs on October 1 in accordance with the final agreement reached between the two companies on May 17, 2004. The management team of the new company, its organizational structure, headquarters, branch offices and other business sites have been decided as shown below. Under the slogan of "Let us carry forward the "well-being"," Zepharma will maximize the synergy of the fusion of marketing know-how and R&D ability the two companies have independently developed to date in order to provide greater satisfactions to consumers as a leading company in the field of self medication.

1. Appointment on October 1, 2004

(1) Board members

(New position)	(Name)	(Current position)
President	Masaji Ohe	Corporate Vice President, OTC & Consumer Products of Fujisawa
Executive Vice President	Koji Yoshinaga	Corporate Vice President, Consumer Healthcare of Yamanouchi
Executive Director, Marketing & Sales	Yoshikazu Yokomaku	Director of Sales Planning and Sales Promotion Dept., Consumer Healthcare Division of Yamanouchi
Executive Director, Marketing	Masanori Yamada	Associate Executive Director, OTC & Consumer Products Division of Fujisawa
Executive Director, Corporate Administration	Kenji Ando	Director of Marketing Dept., Consumer Healthcare Division of Yamanouchi
Executive Director, Corporate Planning	Katsuhiko Yoshida	Director, Planning & Administration, OTC & Consumer Products Division of Fujisawa

(2) Corporate auditors

Corporate Auditor (Corporate Auditor of Fujisawa)	Masaya Ishii
Corporate Auditor (Corporate Vice President, Director of Corporate Administration Dept. of Yamanouchi)	Hajime Nakajima

(3) Directors and business branch managers

Director, QA & RA	Michio Terai	Director of Institute for Consumer Healthcare, Consumer Healthcare Division of Yamanouchi
Director, R&D	Shigeru Maruta	Director, R&D, OTC & Consumer Products Division of Fujisawa
Director, Sales Administration	Hiroshi Shino	Manager of Planning Office, Sales Planning and Sales Promotion Dept., Consumer Healthcare Division of Yamanouchi
General Manager, Sendai Branch	Masami Ikezawa	Manager of Sendai Consumer Healthcare Office, Consumer Healthcare Division of Yamanouchi
General Manager, Kanetsu Branch	Atsuo Sato	Manager of Tokyo Consumer Healthcare Office 1, Consumer Healthcare Division of Yamanouchi
General Manager, Tokyo Branch	Kiyoshi Fukaya	Director, Sales & Marketing, Eastern Japan, OTC & Consumer Products Division of Fujisawa
General Manager, Nagoya Branch	Akihito Kondo	Director, Sales & Marketing, Central Japan, OTC & Consumer Products Division of Fujisawa
General Manager, Kyoto Branch	Susumu Kobayashi	Associate Director, Sales & Marketing, Western Japan, OTC & Consumer Products Division of Fujisawa
General Manager, Osaka Branch	Masahiro Yasuda	Manager of Hiroshima Consumer Healthcare Office, Consumer Healthcare Division of Yamanouchi

General Manager, Hiroshima Branch	Hiromasa Harada	Director, Sales & Marketing, Western Japan, OTC & Consumer Products Division of Fujisawa
General Manager, Fukuoka Branch	Makoto Narusawa	Manager of Nagoya Consumer Healthcare Office, Consumer Healthcare Division of Yamanouchi
Director, Sales for Health Insurance Society	Tokio Matsui	Director, Sales & Marketing, Sales-Health Insurance Society, OTC & Consumer Products Division of Fujisawa

2. Business sites

Headquarters: 7-1, Nihonbashi-Honcho 2-chome, Chuo-ku, Tokyo 103-0023, Japan

Tel.: 050-3381-2300

Department	Zip code	Address	Telephone	Facsimile
Corporate Planning Dept.	103-0023	Itopia Nihonbashi-Honcho Building 8F, 7-1 Nihonbashi-Honcho 2-chome, Chuo-ku, Tokyo, Japan	050-3381-2345	03-3249-1735
Corporate Administration Dept.			050-3381-2300	03-3249-1736
QA & RA Dept.			050-3381-2333	03-3249-1736
R&D Dept.	103-0023	Itopia Nihonbashi-honcho Building 4F, 7-1 Nihonbashi-Honcho 2-chome, Chuo-ku, Tokyo, Japan	050-3381-2468	03-3249-1737
Research Center	221-0022	Yasuda Soko Building C 1F, 3-9, Moriya-cho, Kanagawa-ku, Yokohama, Kanagawa, Japan	050-3381-2388	045-453-9333
Marketing & Sales Div.	103-0023	Itopia Nihonbashi-Honcho Building 4F, 7-1 Nihonbashi-Honcho 2-chome, Chuo-ku, Tokyo, Japan	050-3381-2500	03-3249-1737
Marketing Dept.			050-3381-2400	03-3249-1737
Sales Administration Dept.			050-3381-2500	03-3249-1737

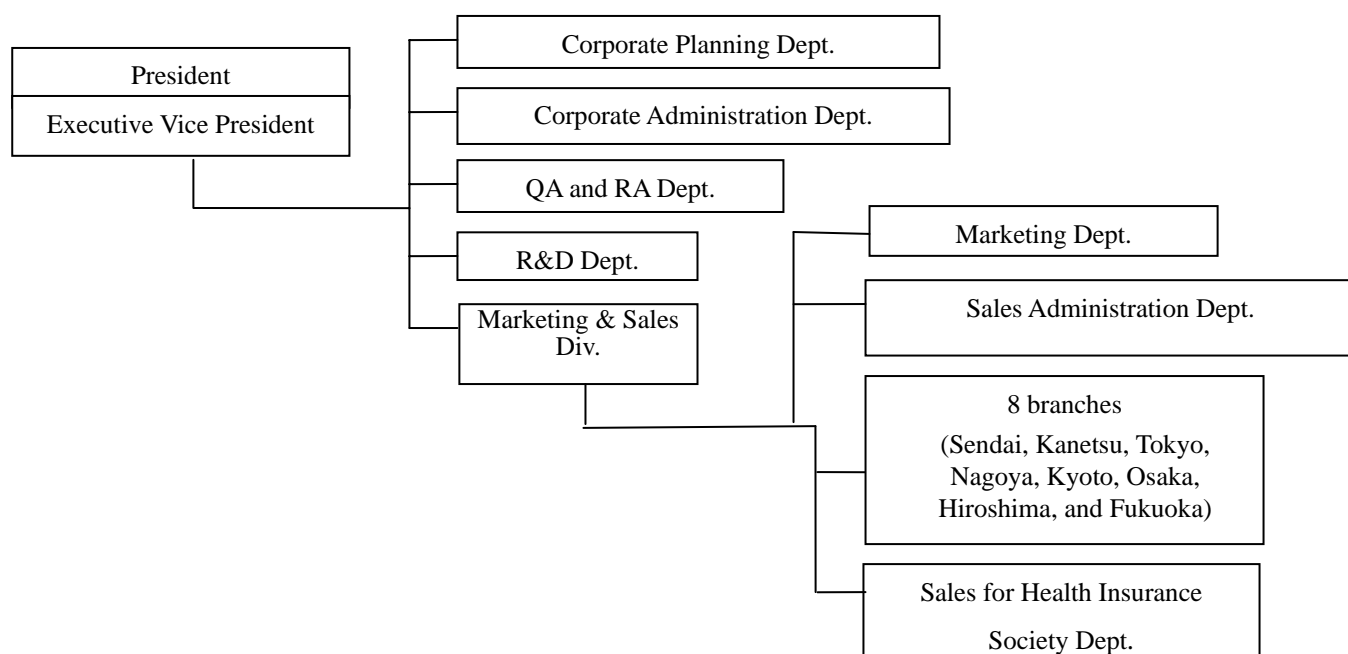
Sendai Branch	980-0014	SK Odakyu Building 8F, 11-2, Honcho 1-chome, Aoba-ku, Sendai, Miyagi, Japan	050-3381-2233	022-227-3015
Kanetsu Branch	330-0802	Nomura Fudosan Omiya Kyodo Building 7F, 38-1, Miya-cho 1-chome, Omiya-ku, Saitama, Japan	050-3381-2244	048-647-5021
Tokyo Branch	103-0023	Itopia Nihonbashi-Honcho Building 1F, 7-1 Nihonbashi-Honcho 2-chome, Chuo-ku, Tokyo, Japan	050-3381-2323	03-3249-1738
Nagoya Branch	460-0003	MANHYO Daiichi Building 10F, 12-14, Nishiki 2-chome, Naka-ku, Nagoya, Aichi, Japan	050-3381-2255	052-222-0378
Kyoto Branch	604-8186	Urbanex Oike Building 5F, 361-1, Umeya-cho, Kurumayacho-dori Oike-sagaru, Nakagyo-ku, Kyoto, Japan	050-3381-2266	075-211-1359
Osaka Branch	541-0043	Yamanouchi Koraibashi Building 6F, 5-2, Koraibashi 4-chome, Chuo-ku, Osaka, Japan	050-3381-2277	06-6228-2107
Hiroshima Branch	730-0015	Hiroshima Intesu 5F, 10-10, Hashimoto-cho, Naka-ku, Hiroshima, Japan	050-3381-2288	082-227-2270
Fukuoka Branch	812-0016	Nihon Seimei Hakata Minami Building 2F, 3-1, Hakataeki-minami 1-chome, Hakata-ku, Fukuoka, Japan	050-3381-2299	092-413-3223
Sales for Health Insurance Society Dept.	103-0023	Itopia Nihonbashi-Honcho Building 1F, 7-1 Nihonbashi-Honcho 2-chome, Chuo-ku, Tokyo, Japan	050-3381-2322	03-3249-1740

(Reference) **Profile of Zepharma Inc.**

1. Basic information

Company Name: Zepharma Inc.
Date of incorporation: October 1, 2004 (scheduled)
Headquarters: 7-1, Nihonbashi-Honcho 2-chome, Chuo-ku, Tokyo, Japan
Paid-in capital: 300 million yen
Ownership ratio: Fujisawa 50%/Yamanouchi 50%
Representatives: Masaji Ohe (president) and Koji Yoshinaga (executive vice president)
Number of employees: about 200
Businesses: development and marketing of OTC pharmaceuticals, quasi-drugs, cosmetics, foods, etc.
Main products: gastrointestinal drug “Gaster 10”, cold remedies “Precol” and “Cakonal”, dermatological drugs “Makiron (first-aid drug for injury)”, “Eurax (drug for skin diseases)” and “PyroAce (athlete's foot treatment)”, anti-allergy drug “AG Eyes” and “AG Nose”, natural skin care soap “Minon”, medicated dental paste “Clean Dental” and condom line “Sunsea”

2. Organization



Contacts for more information
Fujisawa Pharmaceutical Co., Ltd. Zepharma Foundation Preparation Office, OTC & Consumer Products Division (person in charge: Mita) Tel.: 03-3279-0881 FAX:03-3241-6385
Yamanouchi Pharmaceutical Co., Ltd. Zepharma Foundation Preparation Office, Consumer Healthcare Division (person in charge: Watanabe) Tel.:03-3244-3387 FAX:03-3244-3291