

October 24, 2011

**Astellas Pharma Launches First TV Commercial as Part of Its Global Corporate  
Brand Campaign**  
**Broadcast on CNN's Global Network Beginning Tuesday, October 25**  
**Special Coordinated Web Site Also Launched**

Astellas Pharma Inc. (President and CEO: Yoshihiko Hatanaka, hereafter called "Astellas") announces the launch of television commercial for the first time as part of its global corporate brand campaign strategy. The television commercial will be broadcast over CNN's global network beginning from Tuesday, October 25, 2011.

Along with its communication slogan "Changing tomorrow" created in 2007, Astellas implements a corporate brand communication strategy based on its corporate principle of contributing to the health of people around the world through the provision of highly effective and trustworthy pharmaceuticals in the therapeutic area where unmet medical needs exist.

The globally broadcast corporate commercial will highlight Astellas' reputation as a unique pharmaceutical company focusing on creativity and innovation, and its position as the global category leader in the fields of transplantation and urology. In addition, the commercial will also emphasize Astellas' achievements in making large advances in the oncology field.

Please refer to the attached reference materials for anticipated dates of broadcast and other details of the commercial.

In addition to the commercial, Astellas will also launch a special global brand campaign website (<http://www.astellas-changingtomorrow.com>) that will allow visitors to view the commercial on demand and offer them other detailed information. In addition, Astellas will also post banner advertising linked to this special global brand campaign website on CNN's website CNN.com, the world's number one online news website.

In the future, Astellas will implement a brand communication strategy using various forms of media that will share courage and hope with patients struggling to overcome diseases.

For inquiries about this press release  
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## <Reference Material 1>

- Regarding the special global brand campaign television commercial

### < Overview of Commercial >

- Duration: 30 seconds
- Language: English
- Presenter: Yoshihiko Hatanaka (President and CEO, Astellas Pharma Inc.)

\*Please refer to <Reference Material 2> for other details of the commercial.

### <Broadcast Period>

- October 25 to December 19, 2011 (Local Time)

### <Broadcast Television Network>

Commercial will be broadcast over the following television networks.

- CNN International
- CNN (USA)

### <Broadcast Time Slots>

- CNN International

The world excluding Asia: 7PM to 10PM (Europe, Middle East, Africa: Berlin Time, South  
Asia: New Delhi Time, Central and South Americas: Buenos Aires Time)

Asia: 6PM to 9PM (Hong Kong Time)

- CNN (USA)

9PM to 10PM, 12AM to 1AM and 3AM to 4AM(Eastern Standard Time)

### <About CNN>

CNN Worldwide is a portfolio of two dozen news and information services across cable, satellite, radio, wireless devices and the Internet in more than 200 countries and territories worldwide. Domestically, CNN reaches more individuals on television, the web and mobile devices than any other TV news organization in the United States; internationally, CNN is the most widely distributed news channel reaching more than 265 million households abroad; and, the CNN Digital Network is consistently the No.1 current events and news destination on the web. Additionally, CNN Newsource is the world's most extensively utilized news service partnering with hundreds of local and international news organizations around the world. CNN is division of Turner Broadcasting System, Inc., a Time Warner Company.

<Reference Material 2>



**<CEO>**  
We live today in a world that is changing.



**<CEO>**  
We live longer and enjoy a better quality of life.



**<CEO>**  
Much of that is due to advances in medical technology.



**<Narration>**  
Astellas is a global leader in the development of innovative products for transplants and urology, and is making advances in the field of oncology.



**<Narration>**  
For almost 120 years, creativity and innovation have defined Astellas as an unique pharmaceutical company.



**<CEO>**  
We have made the impossible possible.

**<Narration>**  
Astellas

Changing tomorrow.

