

For Immediate Release

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### **Daiichi Sankyo Launches Alzheimer's Disease Awareness Campaign New Treatments for the Disease are Gaining Popularity**

**Tokyo, Japan (December 20, 2012)** – Daiichi Sankyo Company, Limited (hereafter, Daiichi Sankyo) today announced it will conduct an awareness campaign for Alzheimer's disease through TV commercials, newspaper advertisements, a website, and so on beginning December 25.

Anyone is susceptible to developing Alzheimer's disease, and in Japan's increasingly aging society, currently one in four persons over the age of 85 are said to suffer from the disease. This campaign sets out to convey the importance of consulting a doctor about patient conditions at home, even for those currently receiving treatment, in order to give patients another treatment option. The "consultation notebook" idea was developed as an easy to understand tool for consulting a doctor at the time of diagnosis and is distributed to patients who are diagnosed with Alzheimer's disease. Daiichi Sankyo is committed to extending the lives of Alzheimer's disease patients and slowing the progress of the disease, and the Alzheimer's disease awareness campaign is being launched for this purpose.

#### TV commercial

Continuing the TV commercials launched in mid-March of 2012 to build disease awareness for Alzheimer's disease, actor Kirin Kiki plays an elderly woman diagnosed with the disease who uses her "consultation notebook" at the doctor's office while cheerfully consulting with the doctor about her daily home life. It is important for families to tell doctors about changes they notice in the patient at home when they visit doctors' offices since such changes can be impossible for the doctors to see themselves. This installment of the commercial was created with that message in mind.

- Scheduled date of airing: From December 25
- Region for airing: Nationwide

#### About the Website

The educational site, [isshogaiine.com](http://www.isshogaiine.com), will be revamped to introduce a variety of information about Alzheimer's disease, including symptoms, treatments, and disease care support, as well as who to contact for consultations.

- Title: "Better to Be Together" (*issho ga ii ne*)
- URL: <http://www.isshogaiine.com>
- Launch date for redesigned website: December 25, 2012