

November 25, 2011

Press Release

[Mitsubishi Tanabe Pharma Corporation](#)

**Launch of Antiviral Agent "TELAVIC[®] Tablets 250 mg"
Novel Mode of Action for Chronic Hepatitis C Treatment**

Osaka, Japan, November 25, 2011---Mitsubishi Tanabe Pharma Corporation (President & CEO: Michihiro Tsuchiya) announced today that the Company would launch TELAVIC[®] Tablets 250 mg (generic name: telaprevir) on November 28, 2011 as a treatment for chronic hepatitis C following the National Health Insurance price listing as of today.

TELAVIC[®], an orally available antiviral agent developed by Vertex Pharmaceuticals (Cambridge, MA, U.S.A.). It has been positioned as a first-in-class drug that suppresses the proliferation of hepatitis C virus (HCV) by inhibiting the action of NS3-4A serine protease involved in the replication of HCV.

The combination therapy that adds TELAVIC[®] to the current standard treatment (telaprevir + pegylated interferon α -2b(recombinant) + ribavarin) showed to substantially improve treatment effectiveness and to shorten the required treatment period, compared to the current standard treatment, in domestic clinical studies for the patients with chronic hepatitis C affected by genotype 1 virus. In addition, this treatment was shown to be effective for patients that have had a recurrence after the conventional treatment and for patients for whom the conventional treatment has not been effective. Common adverse reaction in the studies included anaemia and rash.

The conditions to conduct post-marketing all-case surveillance are attached to the TELAVIC[®] approval. The Company will provide the products to hospitals and other medical facilities under the conclusion of the all-case surveillance contract as well as the confirmation of the availability of specialist physicians as qualified by the Japan Society of Hepatology, and the coordination with dermatologists at medical institutions capable of fully coping with an emergency situation.

Mitsubishi Tanabe Pharma will promote the proper use of TELAVIC[®] ensuring safety control; and expects to contribute to treat patients with chronic hepatitis C.

<<Contact for Inquiries>>

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