FOR IMMEDIATE RELEASE

April 16, 2010

Pfizer Japan
Eisai Co., Ltd

Lyrica® has been approved for treatment of postherpetic neuralgia

Tokyo, Japan, April 16, 2010 Pfizer Japan Inc. (Head Office: Tokyo; President: Ichiro Umeda) announced that Lyrica® Capsules (generic name: pregabalin) has been approved today in Japan for the treatment of postherpetic neuralgia.

This product will be jointly promoted in Japan by Pfizer Japan Inc. and Eisai Co., Ltd. (Headquarters: Tokyo; President and CEO: Haruo Naito).

Lyrica was developed by Pfizer Inc. (USA) and is currently approved in over 105 countries worldwide. Its major mode of action is thought to express its analge
Europe.

Postherpetic neuralgia (PHN) is a disorder representative of peripheral neuropathic pain caused by nerve damage. Herpes zoster appears when viral resistance is lowered due to latent neuromuscular infection by varicella / herpes zoster viruses following first infection with chicken pox. PHN is considered an intractable pain, and symptoms include continued burning or electric shock-like pain after skin symptoms of herpes zoster have healed.

Lyrica has an entirely new mode of action from existing analgesic treatments, and domestic phase 3 trials have confirmed the efficacy and safety of its analgesic effects. It is also under review for indication approval for peripheral neuropathy, and development is underway to secure indication for fibromyalgia.

With this approval, Pfizer Japan Inc. and Eisai Co., Ltd. will contribute to the QOL improvement for patients with PHN by providing Lyrica Capsules as a new treatment.

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Outline of Lyrica®

Product name:	Lyrica® Capsules (25mg, 75mg, 150 mg)
Generic name:	Pregabalin
Approval date:	April 16, 2010