

FOR IMMEDIATE RELEASE

June 25, 2014

Eisai Co., Ltd.
EIDIA Co., Ltd.

**LAUNCH OF TYPE IV COLLAGEN MEASUREMENT REAGENT KIT
“PANASSAY® IV-C [LATEX]” IN JAPAN**

Eisai Co., Ltd. (Headquarters: Tokyo, Representative

[Notes to editors]

Product Outline

Product name	Panassay [®] IV-C [Latex] (for in-vitro diagnostic use)
Indication for use	