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To Whom It May Concern

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Approval for the 5%-Minoxidil Hair Regrowth Treatment “RiUP X5”

Taisho Pharmaceutical Co., Ltd. [Headquarters: Toshima-ku, Tokyo; President: Akira Uehara] (Taisho) today obtained marketing approval from Japan’s Ministry of Health, Labour and Welfare for an over-the-counter (OTC) drug containing a 5% concentration of the hair growth stimulant minoxidil. The approved drug is a men’s hair regrowth treatment with five times the minoxidil concentration of Taisho’s current product RiUP. Taisho will launch the new formula under the name “RiUP X5,” with sales of 60 mL bottles scheduled to begin in June 2009.

“RiUP X5” is Japan’s first 5%-minoxidil hair regrowth treatment. Data from clinical trials conducted in Japan show that the 5%-minoxidil treatment has a higher efficacy than currently available 1%-minoxidil formulations.

Minoxidil hair regrowth treatments are sold by prescription in more than 90 countries around the world and are also available as OTC drug in some 40 countries. In 1999, Taisho launched RiUP as a men’s hair regrowth treatment indicated for hair loss in androgenetic alopecia, hair restoration and the prevention of hair loss. RiUP was also Japan’s first “direct OTC drug” without being first sold by prescription. It became an all-time top-selling product, recording sales of ¥29.7 billion in its first fiscal year on the market. The RiUP series has commanded the top share of the market for hair regrowth treatments for the past ten consecutive years.

Taisho views the extra-strength “RiUP X5” hair regrowth treatment as the next flagship product in its RiUP series for men. With this new addition, the Company is redoubling its commitment to improving the quality of life of men concerned about the health of their hair.