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To: Whom it may concern:

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**Taisho Completes Purchase of Certain OTC Drug Trademarks and PT
Bristol-Myers Squibb Indonesia Tbk Shares Held by Bristol-Myers
Squibb Company in Asia**

We are pleased to announce that Taisho Pharmaceutical Co., Ltd. (Head Office: Tokyo, Japan; “Taisho”) has completed the acquisition on October 30, 2009 (Jakarta time; late-night October 31, 2009 Japan time), as announced on September 16, 2009, of certain assets, including OTC drug trademarks, held by Bristol-Myers Squibb Company (Head Office: New York, U.S.A.; “BMS”) in Asia and 97.97% of the shares of PT Bristol-Myers Squibb Indonesia Tbk (Head Office: Jakarta, Indonesia, listed on the Indonesia Stock Exchange; renamed, pending approval by the relevant authorities, as PT Taisho Pharmaceutical Indonesia Tbk (“Taisho Indonesia”) at a General Meeting of Shareholders held on October 28, 2009) (the “Transaction”).

1. Outline of the Assets and Subsidiary to be Transferred by the Transaction

(1) Assets to be Transferred

Assets in 8 Asian Countries¹: Trademarks, product registration and URLs for Tempra (antipyretic analgesic), Counterpain (anti-inflammatory analgesic for external use) and other products.

Assets in 21 Asian Pacific Countries²: Trademarks and URLs for Tempra (antipyretic analgesic), Counterpain (anti-inflammatory analgesic for external use) and other products.

¹ Indonesia, the Philippines, Thailand, Malaysia, Singapore, Hong Kong, Taiwan and Macau

² Afghanistan, Australia, Bangladesh, Bhutan, Brunei, Cambodia, Fiji, India, Laos, Maldives, the Marshall Islands, Micronesia, Nepal, New Zealand, Pakistan, Papua New Guinea, Solomon Islands, South Korea, Sri Lanka, Timor Leste and Vietnam

(2) Transferred Subsidiary

- (i) New Company Name: PT Taisho Pharmaceutical Indonesia Tbk
- (ii) Primary Business: Manufacture and sale of OTC pharmaceutical products, etc.
- (iii) Date of Establishment: July 8, 1970
- (iv) Head Office: Jakarta, Indonesia
- (v) Representative: Jun Kuroda
- (vi) Sales (2008): IDR 358,938 million (approximately JPY3.3 billion³)
- (vii) Net Income (2008): IDR 94,271 million (approximately JPY0.86 billion)

2. Subsequent Transaction-related Schedule

Taisho will shortly commence⁴ a tender offer for the remaining Taisho Indonesia shares held by remaining minority shareholders, aiming to complete the process by the middle of December 2009.

3. Future Outlook

Taking the opportunity of this acquisition, Taisho has established a company in Singapore to manage the entire Asian business, and to further advance the expansion of business in the growing Asian market. Taisho is striving to build a stronger business foundation so that it can continue to steadily grow and develop even in the face of global competition.

The impact of the Transaction on the results of Taisho will be announced as soon as they have been determined.

³ Calculated at 0.0092 yen for 1 Indonesian Rupiah

⁴ Under Indonesian law, the purchaser of a controlling interest in a publicly-listed company has an obligation to conduct a tender offer for the shares held by any remaining shareholders.