

## Translation

### Chugai Displays, "Giant Colon", A Giant Size Balloon Art at "Relay for Life 2009"

September 18, 2009 (Tokyo) -Chugai Pharmaceutical Co., Ltd. [Head Office: Chuo-ku Tokyo; President: Osamu Nagayama (hereafter, "Chugai")] announced today its co-sponsorship of the event, "Relay for Life 2009"(Organized by Japan Censer Society etc.), held to foster unity of the society to fight against cancer and will display "Giant Colon", a giant size balloon art at the location below. Through the display, Chugai will call for the importance of early detection of colon cancer.

The Giant Colon was created by a nonprofit organization of patients with colorectal cancer in Europe. The idea is now proactively used in the events held among the European countries to promote disease awareness. Visitors at following venue will explore inside the tunnel-shaped colon where lesion such as tumors and polyps are found. They will learn the disease, while reading information about colorectal cancer and the related topics and by looking for the answers of the quiz provided.

Colorectal cancer is one of the most popular cancer types among Japanese, curable if detected at early stage.

The venues are as in the following

- September 22~23 , 2009 "Relay for Life2009 in Shin-Yokohama"
- October 3~4 , 2009 "Relay for Life2009 in Fukuoka"

As a leading company in oncology area, Chugai promotes "the implementation of cancer treatment that allows patients to confront their diseases proactively with hope", by supporting cancer patients and their families and is continuing this kind of activities to contribute to healthcare and the society.

#### About the Giant Colon

Height : Approximately 2.5 m, Width: Approximately 2.5 m, Length: Approximately 8.0 m



"Giant Colon" (Image)