

Translation

Chugai Revises Corporate Advertisement for First Time in Four Years

Spreading the message of Chugai's corporate mission of offering innovative drugs for cancer, rheumatoid arthritis, renal anemia and hepatitis C

November 25, 2009 (Tokyo) - Chugai Pharmaceutical Co., Ltd. [Head Office: Chuo-ku, Tokyo; President: Osamu Nagayama (hereafter, "Chugai")] launched today a new corporate advertisement, with the objective of informing the public about Chugai's corporate mission to provide innovative drugs by leveraging cutting-edge technologies as a top pharmaceutical company of biopharmaceuticals and antibody drugs. Chugai's corporate advertisement was last revised four years ago in 2005.

In the new corporate advertisement, "Innovative ideas begin here," Chugai aims to emphasize that it offers useful drugs that make significant contributions to treatments in renal anemia as well as cancer, rheumatoid arthritis and hepatitis C and other disease areas where unmet medical needs are high.

The design of Chugai's new advertisement shows children looking up at an illustration of red and yellow double-stranded "proteins" joined with compound molecules to form potential drugs. The image demonstrates Chugai's commitment to meeting the challenge of continually creating new drugs and hope for the future.

As a top pharmaceutical company of biopharmaceuticals and antibody drugs, Chugai will continue striving to create innovative drugs in unique ways.

* Unmet medical needs

Unmet medical needs refer to medical needs in fields where there is no effective cure at the moment and satisfaction with current treatment is low, but major advances in treatment could be made through the development of new drugs.

About Chugai

Chugai Pharmaceutical, one of Japan's leading research-based pharmaceutical companies, specializes in prescription pharmaceuticals, particularly biotechnology products.

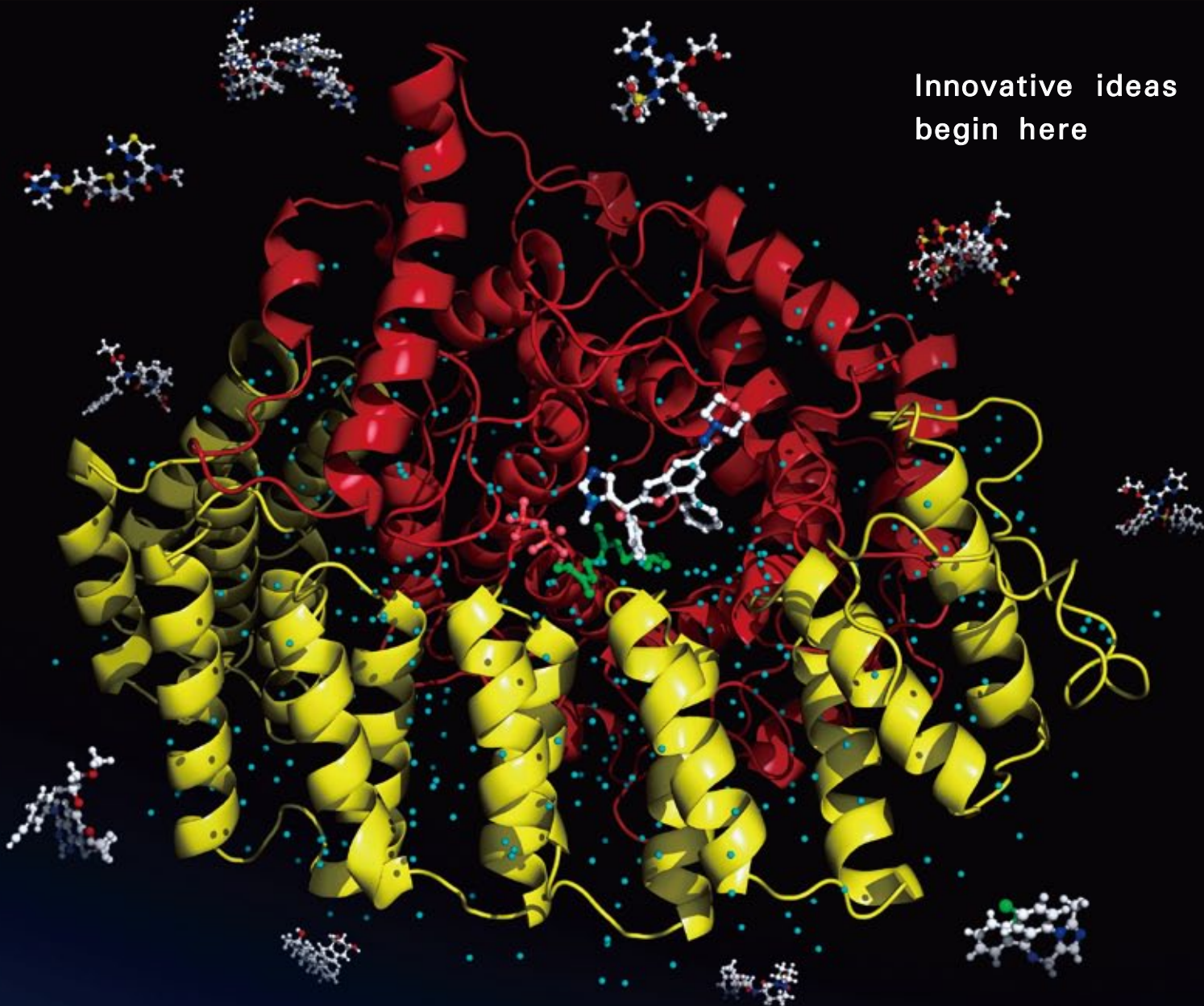
Since the start of its strategic alliance with Roche in October 2002, Tokyo-based Chugai has been actively involved in prescription pharmaceutical R&D activities in Japan and abroad as an important member of the Roche Group. Specifically, Chugai offers products that significantly contribute to the improvement of treatments, leverage cutting-edge technologies in the fields of cancer, rheumatoid arthritis, renal anemia and hepatitis C.

In Japan, Chugai's research facilities in Gotemba and Kamakura are working together to develop new pharmaceuticals, and technological research for industrial production is underway at the Ukima facility.

Overseas, Chugai Pharma USA and Chugai Pharma Europe, both subsidiaries of Chugai, are engaged in clinical development activities in the United States and Europe respectively.

The consolidated sales of Chugai in 2008 totaled 326.9 billion yen and the operating profit was 51.6 billion yen. Chugai targets to raise its consolidated sales to 460 billion yen and operating profit to 80 billion yen by 2012, as stated in its new mid-term business plan "Sunrise 2012." Additional information is available on the Internet at <http://www.chugai-pharm.co.jp/>.

Innovative ideas
begin here



We bring cutting-edge therapies to the fight against diseases.

Cancer

Rheumatoid
Arthritis

Renal
Anemia

Hepatitis C


■ Biotechnology, genome research and antibody drugs

As Japan's No.1 biopharmaceutical company,
Chugai aims to leverage its leadership in science and
biotechnology to create new drugs with even greater
efficacy and ease of use. As long as new medicines are
needed, our efforts toward innovation will never cease.



CHUGAI

CHUGAI PHARMACEUTICAL CO., LTD.

 A member of the Roche group



Create innovative drugs in a unique way.

<http://www.chugai-pharm.co.jp/>