

Translation

Renewal of “Cancer Information Guide,” a Website for Patients: - Maximizing Convenience through Unique Built-in Search Engine -

September 1, 2010 (Tokyo) - Chugai Pharmaceutical Co., Ltd. [Head Office: Chuo-ku, Tokyo; President: Osamu Nagayama (hereafter, “Chugai”)] announced today the opening of the renewed website “[Cancer Information Guide](#) (Japanese only),” a website for patients established in June 2009.

The website employs the Navigation method-the first in the industry-to provide information on cancer treatment and physiological care suited to each patient’s condition. Medical specialists provide step-by-step explanations in an easy to understand manner. The website is receiving ample use, with about 450,000 hits since its opening. In order to further strengthen this function, a new search engine which has been uniquely developed has been added, along with maintenance of the site contents.

So that users are able to further understand each item of contents of the “Cancer Information Guide”, links to other websites containing further content details are now listed on the right-hand side of the screen. With the newly-added search function, the website is now customized so that users can search for information only contained in the listed links, and searching is limited to the websites containing the sources of information to make searching much faster, and additionally to provide useful information to patients. Furthermore, in addition to a general keyword search function, candidate keywords are prepared, and it is possible to search by clicking on the keyword.

Also, in addition to accessing targeted information becoming easier through reviewing the organization of the contents that had been displayed by utilizing the many layers, and some illustrations have been added to enhance easier understanding.

It is essential to provide information via the internet in order to (a) make standard treatment widespread and to make access to necessary and relevant information easier; (b) create an environment that allows patients to obtain, select and understand information on treatments that are optimally suited for them as well as on various support measures so that they can face up to cancer with hope; and (c) to protect their own lives and live their own lives. This is the reason why we operate the website.

As the leading pharmaceutical company in oncology, Chugai will continue to carry out activities that will be trusted and valued by not only patients and their families, but also by healthcare professionals from hereon.