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DAIICHI SANKYO LAUNCHES *UNDER PRESSURE*™ POPULATION HEALTH IMPROVEMENT PROGRAM TAILORED FOR THE HISPANIC COMMUNITY

Program Can Help Managed Care Organizations Empower their Hispanic Hypertension Members to Get to Goal

Parsippany, NJ (June 9, 2010) – Daiichi Sankyo, Inc., announced today that the hypertension population health improvement program, *Under Pressure*™, is now available in a culturally relevant version tailored for the Hispanic population. *Under Pressure*™ is a comprehensive, patient-centric hypertension management program designed to help managed care organizations and large medical groups encourage their patients to work with their healthcare providers to reach their optimal blood pressure goals.

Hypertension is a serious health concern for Hispanics, affecting 21 percent of adults (18 years or older) in the U.S.¹ Diseases of the heart and stroke rank as the number one cause of death in the Hispanic population, and account for approximately 28 percent of deaths among men and 35 percent of deaths among women.^{2,3} Yet despite these alarming statistics, hypertension awareness, treatment, and control rank low among Hispanics.⁴ Further, among Mexican-American adults with hypertension, 39 percent are unaware of their condition and are less likely to have their hypertension under control (24.3 percent) compared to control rates for non-Hispanic blacks (33.4 percent) and non-Hispanic whites (36.8 percent).⁵ With the Hispanic community representing the fastest growing ethnic group in the United States, this trend of hypertension prevalence and unawareness has many in the medical community concerned.⁶

To address this important need, Daiichi Sankyo is customizing its *Under Pressure*™ program, which has received National Committee for Quality Assurance (NCQA) Disease Management Program Design Certification, specifically for the Hispanic community. The customized version of the program includes educational components appropriate for Hispanic patients at all stages of hypertension, and is designed to help these patients develop more empowered and positive interactions with their healthcare providers. The program offers nutrition and exercise lifestyle recommendations, heart-healthy recipes and activities and checklists designed to help promote behavior change that is culturally relevant to the Hispanic community. Participating managed care organizations and large medical groups will drive the initiative by inviting appropriate plan members to participate. Once patients opt-in, they will receive regular educational mailings, including an innovative DVD, and will be directed to the website, www.BPUnderPressure.com/Spanish, which contains hypertension, nutrition, exercise and medication-related educational content. The current English version of the website can be found at www.BPUnderPressure.com.*

"Our Managed Markets customers have always been concerned with the potential for gaps in care for certain populations with high blood pressure," said Kevin McDermott, Vice President, Managed Markets, Daiichi Sankyo, Inc. "As a leader in developing specifically-tailored, behavior-based health improvement programs, we recognized the diverse needs and risk profiles of select U.S. populations and saw the potential for our *Under Pressure*[™] program to contribute tools and resources to help empower Hispanic patients to better manage their high blood pressure."

Under Pressure[™] was launched in 2006 and received NCQA certification in 2008. The program was updated in 2008 with a culturally relevant version for African Americans and was tailored to meet the needs of each managed care organization and large medical group to assist their members in achieving their blood pressure goals. Success of the *Under Pressure*[™] initiative is based on feedback from participating managed care organizations and large medical groups, healthcare providers and program participants. Fifty-four percent of participants who responded to the survey have reported that they lowered their fat intake, 73 percent lowered their salt intake, and 75 percent are taking their blood pressure medication regularly as a result of this program.⁷

Individuals who would like further information on the program should contact Ellen Schwarzberg, Daiichi Sankyo, Inc. at (973)-944-2561.

About Daiichi Sankyo

The Daiichi Sankyo Group is dedicated to the creation and supply of innovative pharmaceutical products to address the diversified, unmet medical needs of patients in both mature and emerging markets. While maintaining its portfolio of marketed pharmaceuticals for hypertension, hyperlipidemia, and bacterial infections, the Group is engaged in the development of treatments for thrombotic disorders and focused on the discovery of novel oncology and cardiovascular-metabolic therapies. Furthermore, the Daiichi Sankyo Group has created a "Hybrid Business Model," which will respond to market and customer diversity and optimize growth opportunities across the value chain. For more information, please visit www.daiichisankyo.com.

Daiichi Sankyo, Inc., headquartered in Parsippany, New Jersey, is a member of the Daiichi Sankyo Group. For more information on Daiichi Sankyo, Inc., please visit www.dsi.com.

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*The content of the English website is not identical to the content of the Spanish website.

References:

¹ American Heart Association. Statistical Fact Sheet-Populations 2010 Update. Hispanics/Latinos and Cardiovascular Diseases-Statistics. <http://www.americanheart.org/downloadable/heart/1260805083249FS05HIS10.pdf>. Accessed May 10, 2010.

² International Society on Hypertension in Blacks, Inc. ISHIB Health Facts- Hypertension. http://www.ishib.org/supportfiles/fact_hypertension.pdf. Accessed May 10, 2010.

³ American Heart Association. Heart Facts 2007: Latino/Hispanic Americans—cardiovascular diseases still no. 1. http://www.americanheart.org/downloadable/heart/1168615288228LatinoSpan%20HeartFacts07_loRes.pdf. Accessed May 10, 2010.

⁴ American Heart Association. Learn and Live: Heart Disease and Stroke Statistics – 2007 Update At-a-Glance. http://www.americanheart.org/downloadable/heart/1166712318459HS_StatsInsideText.pdf. Accessed May 14, 2010.

⁵ Cutler JA, Sorlie PD, Wolz M, Thom T, Fields LE, Roccella EJ. Trends in hypertension prevalence, awareness, treatment, and control rates in United States adults between 1988-1994 and 1999-2004. *Hypertension*. 2008 Nov;52(5):818-827.

⁶ U.S. Census Bureau News.U.S. Hispanic Population Surpasses 45 Million – Now 15 Percent of Total. Press Release, Thursday, May 1, 2008. <http://www.census.gov/Press-Release/www/releases/archives/population/011910.html>. Accessed May 12, 2010.

⁷ Data on File. Daiichi Sankyo, Inc. Parsippany, NJ