

## Press Release

22 March 2007

Nippon Boehringer Ingelheim Co. Ltd.

ASKA Pharmaceutical Co. Ltd.

### **“Boehringer Ingelheim Vetmedica Japan” to Consign Sales Rights of its Cattle and Equine Products to “ASKA Pharmaceutical”**

**Boehringer Ingelheim Vetmedica Japan Co. Ltd. (BIVJ)** (Headquarters: Kawanishi, Hyogo; President: Dr. Bruce Quinn) and **ASKA Pharmaceutical Co. Ltd. (ASKA)** (Headquarters: Minato-ku, Tokyo; President: Takashi Yamaguchi) signed recently an agreement assigning marketing and sales rights for cattle and equine products currently sold by **BIVJ** to **ASKA**. Effective as of 1 April this year, sales and distribution of seven products, including Ventipulmin<sup>®</sup> Syrup, Tokophen<sup>®</sup> and Diakur<sup>®</sup>, will be conducted by **ASKA**.

This agreement provides synergies to both companies. While **BIVJ** seeks to focus its sales resources on swine, poultry and companion animal markets in order to exceed customer expectations, **ASKA** intends to increase its product line for the cattle and equine markets.

“I am confident that **ASKA**’s strong market presence in those sectors will further enhance sales and will ensure the best possible support and service to cattle and equine customers across Japan. In addition, this move will allow **BIVJ** to continue its focus on improving animal health and livestock productivity through the development of innovative new products and services in the swine, poultry and companion animal markets,” commented Dr. Bruce Quinn, President of **BIVJ**.

Mr. Masao Yamaguchi, Executive Director of **ASKA** stated “I am confident that this agreement will further enhance the overall product offering and service available to **ASKA** customers, thereby strengthening our position as a leading company in livestock specialty products, including hormones.”

#### **About Boehringer Ingelheim**

The Boehringer Ingelheim Corporation, with headquarters in Ingelheim, Germany, is one of the world’s 20 leading pharmaceutical companies. Net sales in 2005 amounted to 9.2 billion euros. Founded in 1885, with a commitment to contributing to the health of each individual as well as to healthcare in general, it has been introducing novel products of high therapeutic value in countries around the world.

**Boehringer Ingelheim Vetmedica Japan (BIVJ)** is a group of the Boehringer Ingelheim Corporation, committed to contributing to animal health. BIVJ focuses on the Japanese swine and poultry markets and also on companion animal health, through development, introduction, marketing and sales of innovative products.

For more information, please refer to:

[www.boehringer-ingelheim.com](http://www.boehringer-ingelheim.com) (Boehringer Ingelheim), and, [www.boehringer-ingelheim.co.jp](http://www.boehringer-ingelheim.co.jp) (Nippon Boehringer Ingelheim).

### **About ASKA Pharmaceutical**

ASKA Pharmaceutical Co., Ltd. was founded on October 1, 2005 through a merger of Teikoku Hormone Mfg. Co., Ltd. (founded 1920) and Grelan Pharmaceutical Co., Ltd. (founded 1930). Based on the corporate mission, “Contribute to improvement of people’s health and progress in medicine through the development of innovative pharmaceutical products ,” the new company will, as a research and development (R&D) oriented company, develop and provide innovative pharmaceutical products while concentrating its management resources in specific therapeutic areas. The Animal health business started in 1957 with the livestock breeding field, developing now with the field of companion animals. In fiscal 2005, net sales were 23.6 billion yen, and animal health product sales were 961 million yen.

#### **Media Contact :**

Nippon Boehringer Ingelheim  
External Communications Group  
Tel. +81 (0)3-5280-7145  
Fax.+81 (0)3-5280-1133

ASKA Pharmaceutical  
Legal Affairs & Public Relations Department  
Tel. +81 (0)3-5484-8366  
Tel. +81 (0)3-5484-8351