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To whom it may concern:

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Notice of Joint Research with the University of Tokyo

TOHO HOLDINGS CO., LTD. is pleased to announce that it, together with its consolidated subsidiary Toho Pharmaceutical Co., Ltd. and its consolidated sub-sub-subsidiary Ethos Inc., will start joint research with the University of Tokyo (Hongo, Bunkyo-ward, Tokyo; President: Junichi Hamada; hereinafter “University of Tokyo”) from October 1, 2009, with the aim of developing a system to collect, assess and analyze information on various case samples and consumer needs arising at pharmacies, including in particular information about experiences of potential accidents, and a system to efficiently carry out post-marketing surveillance studies. An outline of the joint research is as follows:

1. Objectives of the joint research

While pharmaceuticals are being put on the market one after another and the separation of dispensing and prescribing functions has been progressing, the promotion of proper usage and nurturing of newly marketed pharmaceuticals as well as medical safety, are issues of considerable importance. Consequently, it is essential to precisely assess post-marketing problems, including trouble related to pharmaceuticals and the need for pharmaceuticals, and feed these back to the medical sector and to propose to pharmaceutical manufacturers the modification of products and amendment of pharmaceutical information. At the pharmaceuticals distribution front, a marketing specialist (MS) who has connections with doctors, pharmacists and other medical staff is considered to have a major role as a person who is able to assess various post-marketing problems. Under these circumstances, three companies, TOHO HOLDINGS CO., LTD., Toho Pharmaceutical Co., Ltd. and Ethos Inc. have decided to implement joint research with the University of Tokyo in order to construct a new original system.

2. Outline of the joint research

- (1) Development of a system to collect information on sample cases arising at the frontline of the medical sector by utilizing the intranet infrastructure of pharmacies in the TOHO Group and to assess, analyze and feed back the information that is gathered,
- (2) Development of a system to realize closer cooperation between MSs and medical staff and to efficiently carry out post-marketing surveillance studies of pharmaceuticals, and
- (3) The TOHO Group will dispatch three researchers to the Graduate School of Pharmaceutical Science, Drug Informatics Course of the University of Tokyo.