



NEWS RELEASE

Otsuka Holdings Co., Ltd.

March 25, 2011

Taiho Pharmaceutical Co., Ltd.

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Announcement of Promotion of Managing Director

Tokyo, March 25, 2011 — Taiho Pharmaceutical Co., Ltd. announces that its Board of Directors made the following resolution at a meeting held today:

Promotion of a managing director

Name:	Koichi Matsuda
New management position:	Executive Vice President Prescription Drug Sales & Consumer Healthcare Sales Division
Former management position:	Senior Managing Director Prescription Drug Sales Dept.
Planned date of promotion:	April 1, 2011