

August 30, 2004  
Shionogi & Co., Ltd.

### **Distribution and Marketing of CEDAX® (Ceftibuten) in the United States**

Shionogi USA, Inc., a wholly owned subsidiary of Shionogi & Co., Ltd., has acquired exclusive distribution and marketing rights for CEDAX® (ceftibuten), an orally administered cephalosporin antibiotic, in the United States from Biovail Pharmaceuticals Inc.

Shionogi USA, Inc. has focused on clinical development of novel pharmaceuticals created by Shionogi & Co., Ltd. By acquiring these exclusive rights, Shionogi USA, Inc. has also become involved in the pharmaceutical distribution and marketing businesses in the United States. Shionogi & Co., Ltd. expects exclusive distribution and marketing of its original products in the United States, a first for the Company, to contribute substantially to its internationalization.

Shionogi USA, Inc. plans to market CEDAX® aggressively through an alliance with PDI, Inc., a contract sales organization in the United States.

CEDAX® was originally created by Shionogi & Co., Ltd., and licensed to Schering-Plough Corporation outside of Japan, Korea and Taiwan. Initially marketed by Schering-Plough Corporation after receiving US NDA approval in 1995, the product was most recently marketed in the United States by Biovail Pharmaceuticals Inc.

CEDAX® is indicated for the treatment of acute exacerbations of chronic bronchitis, acute otitis media, and pharyngitis/tonsillitis. It is marketed by Shionogi & Co., Ltd. in Japan as CEFTEM®.

**[Reference]**

**Overview of Shionogi USA, Inc.**

Established: 2001

Headquarters: Florham Park, NJ, USA

Number of Employees: 14

Representative: Sapan A. Shah, PhD, President and CEO

Business Description: Clinical development and marketing of pharmaceuticals (anti-HIV, anti-dementia, etc.)

URL: <http://www.shionogiusa.com/>

**[For further information]**

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