

**An advertising company specialized in assisting the prescription drug industry with advertising and promotion activities to start operations on October 3**

September 22, 2011

Hakuhodo Medical, a newly created company, will begin offering new solutions not available at other specialist medical advertising companies, by applying the advertising and promotion experience and knowledge of a full-service advertising company to the prescription drug industry.

Consisting of former employees of pharmaceutical and other medical companies with expertise in the prescription drug industry, as well as former Hakuhodo employees, Hakuhodo Medical offers clients future vision establishment through workshops employing original brainstorming techniques, planning for product marketing strategies, surveying to discover physician and patient insight, development of optimal messaging based on formulated plans and insight, and other assorted marketing and promotion measures. The new company will provide unified assistance with all operations, from upstream domains to downstream domains, including producing product description materials for physicians, running conferences and seminars, and taking care of event and PR operations, in addition to the clinical trial advertising and disease awareness-raising advertising (DTC advertising) Hakuhodo has performed in the past.