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Eisai Co., Ltd.

NEW ENGLAND JOURNAL OF MEDICINE PUBLISHES RESULTS OF TWO-YEAR BLOOM TRIAL SHOWING LORCASERIN CAUSED SIGNIFICANT WEIGHT LOSS AND IMPROVED MAINTENANCE OF WEIGHT LOSS

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai"), together with its U.S. subsidiary Eisai Inc. and Arena Pharmaceuticals, Inc. announced today that the results from the two-year BLOOM (**B**ehavioral modification and **L**orcaserin for **O**verweight and **O**besity **M**anagement) trial with lorcaserin will be published in the July 15, 2010, issue of the *New England Journal of Medicine*. Lorcaserin is a novel obesity and weight management drug. Arena Pharmaceuticals GmbH, a wholly owned subsidiary of Arena Pharmaceuticals, Inc. has granted Eisai Inc. exclusive rights to market and distribute lorcaserin in the United States. The data presented in the article show that lorcaserin caused statistically significantly greater weight loss and improved maintenance of weight loss compared to placebo. Lorcaserin also improved values for biomarkers that may be predictive of future cardiovascular events, including lipid levels, insulin resistance, levels of inflammatory markers and blood pressure.

The BLOOM trial was a double-blind, randomized, placebo-controlled trial conducted in 3,182 obese and overweight patients. During Year 1 of the trial, the proportion of patients achieving at least 5 percent body weight loss in the lorcaserin group (47.5 percent) was more than twice that achieved by the placebo group (20.3 percent). Nearly three times as many patients achieved at least 10 percent weight loss in the lorcaserin group (22.6 percent) than in the placebo group (7.7 percent). Lorcaserin patients who

