

November 8, 2007

ONO PHARMACEUTICAL CO., LTD.

President and Representative Director: Toshiharu Korekane

Code No: 4528 at the first section of the Tokyo and Osaka Stock Exchange

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Revisions of Full Year Business Forecasts for FY 2007

Ono Pharmaceutical Co., Ltd. announced today that based on recent business trends it has revised its financial forecasts for the full fiscal year 2007 that were originally announced on May 14, 2007.

Financial Forecasts of Full Fiscal Year 2007 (April 1, 2007 to March 31, 2008)

< Consolidated >

(JPY Millions)

	Sales	Operating Income	Ordinary Income	Net Income
Previous Forecast (A)	147,300	55,800	58,100	35,300
Revised Forecast (B)	146,000	51,700	54,500	35,500
Change (B – A)	(1,300)	(4,100)	(3,600)	200
Percentage Change	(0.9%)	(7.3%)	(6.2%)	0.6%
Full Fiscal Year 2006	141,711	52,841	56,587	35,271

< Non-Consolidated >

(JPY Millions)

	Sales	Operating Income	Ordinary Income	Net Income
Previous Forecast (A)	145,600	55,000	57,400	35,200
Revised Forecast (B)	144,200	50,800	53,600	35,300
Change (B – A)	(1,400)	(4,200)	(3,800)	100
Percentage Change	(1.0%)	(7.6%)	(6.6%)	0.3%
Full Fiscal Year 2006	140,005	52,021	55,839	35,134

Reasons for the revisions (consolidated forecasts)

- Consolidated sales forecast for the first half and the full year of fiscal 2007 was originally projected to be JPY 72.5 billion and JPY 147.3 billion or 4.4% and 4.0% up from the corresponding period of previous fiscal year respectively.
- Energetic promotion and dissemination of scientific information resulted in sales increase by 2.7% to JPY 71.3 billion for this first fiscal half year. However it missed the sales target by JPY 1.2 billion.
- This is because sales of Onon[®] Capsule for the treatment of bronchial asthma and allergic rhinitis and Onon[®] Dry Syrup for the treatment of (pediatric) bronchial asthma missed the sales target by approximately JPY 800 million and JPY 500 million respectively although sales of those products were up by 1.4% and 5.8% respectively over the corresponding period of the previous fiscal year.
- We consider the followings are the 2 reasons for missing the sales target;
 - 1) For the first fiscal half year, the market development for Opalmon[®] Tablets (peripheral circulation improving agent) in the area of lumber spinal canal stenosis resulted in sales increase by JPY 1.5 billion or 9.0% over the corresponding period of the previous fiscal year to JPY 18.4 billion. Meanwhile sales of Kinedak[®] Tablets, a drug for the treatment of diabetic peripheral neuropathy, were JPY 8.9 billion, up by approx. JPY 100 million (0.8%) over the corresponding period of the previous fiscal year. We were finally able to maintain the sales level of the previous year for Kinedak[®] Tablets because of our marketing efforts on exploitation of potential market for the product. In addition to these activities, we engaged in energetic dissemination of scientific information for Staybra[®] Tablets for the treatment of overactive bladder that was launched in June this year, but we consider that marketing efforts on Onon[®] Capsule and Onon[®] Dry Syrup slightly declined.
 - 2) After expiration of the patent relating to treatment of bronchial asthma last year, generic version of Onon[®] Capsule and Onon[®] Dry Syrup that have been available in the market since July this year was originally expected to have an impact only on the sales in the second half of fiscal 2007 and afterwards. However the negative impact became obvious already on the July sales because the acceleration effect of generic drug use pursued by the government has been quicker than expected.
- For the second half of the current fiscal year, sales of Staybra[®] Tablets will gradually contribute to the overall financial results, and we will continue to strive for the market development for Opalmon[®] Tablets in the area of lumber spinal canal stenosis and potential market exploitation for Kinedak[®] Tablets. We will work hard on market expansion of Onoact[®] for Injection by establishing clinical appraisal particularly in the area of post-operative tachyarrhythmia, the additional indication approved in October last year. We will also continue our marketing efforts for Elaspol[®] for Injection for treatment of acute lung injury on gaining clinical appraisal further through aggressively hosting doctors meetings and academic lecture meetings.

- The negative impact of their generic version became obvious on the July sales of Onon[®] Capsule and Onon[®] Dry Syrup, but strengthening promotion and dissemination activities of scientific information mainly through study group meetings and academic lecture meetings and the market expansion particularly in the area of allergic rhinitis will be expected to minimize the impact.
- However because further penetration of the acceleration measurements for generic drug use and heating up competition against competing products potentially have a greater impact than expected, we consider that the original sales forecast for the full fiscal year 2007 that was JPY 147.3 billion or 4.0% up from the previous fiscal year should now be revised down by JPY 1.3 billion to new forecast of JPY 146 billion or 3.0% up from the previous fiscal year, and we will make our efforts to achieve this target.

The financial forecasts and statements contained in this announcement are made based on information available as of the date the announcement is made. Those forecasts and statements involve risks and uncertainties, which may cause results to differ materially from those set forth in the announcements.