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New “My Healthy™” Campaign Shifts the Conversation about Weight Loss from Just Pounds Lost to Health Gained

*-- Doctors Can Help Patients Set Personal Weight Loss Goals:
It's Not a One Size Fits All Approach --*

WOODCLIFF LAKE, NJ, [April 29, 2014] — Eisai Inc. today announced the launch of *My Healthy™*, an interactive and motivational campaign that shifts the focus of the obesity conversation away from just pounds lost to health gained. Almost 70 percent of Americans are affected by obesity or overweight. This movement emphasizes that those affected by obesity or overweight with a related health condition can benefit from small positive changes, including modest weight loss.

The cornerstone of the campaign is the *My Healthy™ Promise*, a commitment to set realistic goals and recognize that, for those who are affected by obesity or overweight, every positive step counts, including: talking openly with your doctor about your weight and health, making healthy food choices and being more active.

“When you make the *My Healthy™ Promise*, it all starts with your doctor. He or she can advise you on what may work best for you and create a tailored plan because there is no ‘one size fits all’ approach when it comes to weight loss,” said Steven Lamm, MD, Director of Men’s Health at NYU Langone Medical Center. “Together you can determine the health milestones you want to achieve. These goals shouldn’t seem out of your reach – even modest weight loss may mean a lot to your health.”

Americans across the country who have struggled with weight loss are encouraged to get involved in the *My Healthy™* movement. Help inspire others by sharing photos and videos at myhealthy.com. We are asking people to share how they are making small, positive steps, like making the *My Healthy™ Promise*, eating a healthy meal, taking a walk or having a productive conversation with their doctor.

A Pivotal Moment to Start Your Journey

Organizational experts say that when trying to lose weight, it can be frustrating and disheartening to keep the clothes you’ve been striving to fit into for years. “Liberate your closet” and help clear your mind by giving away clothes that do not fit.

“A positive attitude and changing what hasn’t worked in the past is critically important to achieving weight loss,” says Julie Morgenstern, renowned organizational expert and *New York Times* best-selling author of *SHED YOUR STUFF, Change Your Life*. “Through *My Healthy*™ we are encouraging people to liberate their closets of the clothes that might be holding them back mentally and physically from the path to weight loss. It can be exciting to start with a clean slate as you begin your path to weight loss.”

How to “Liberate Your Closet”

Join the movement by uploading a selfie of you liberating your closet at myhealthy.com. Whether it’s your too-tight red dress or a belt you can’t buckle anymore, gather up all the clothes you no longer wear and take pictures or a video to mark the start of your new journey. Submit these photos and/or videos to share why you are no longer holding on to those clothes as part of your promise to focus on health gained not just lost pounds.

About Obesity

Obesity is a serious public health issue and the prevalence in the U.S. has more than doubled among adults in the past 30 years. Nearly one-third of the adult population in the United States is affected by obesity, and an additional one-third of adults are overweight. The dramatic rise in obesity has also had a major impact on other diseases.

Many health organizations and authorities, including the American Medical Association (AMA), Centers for Disease Control & Prevention (CDC) and the National Institutes of Health (NIH), now recognize obesity as a chronic, progressive disease.

About Eisai Inc.

At Eisai Inc., *human health care* is our goal. We give our first thoughts to patients and their families, helping to increase the benefits health care provides. As the U.S. pharmaceutical subsidiary of Tokyo-based Eisai Co., Ltd., we have a passionate commitment to patient care that is the driving force behind our efforts to help address unmet medical needs. We are a fully integrated pharmaceutical business with discovery, clinical, manufacturing and marketing capabilities. Our key areas of commercial focus include oncology and specialty care (Alzheimer’s disease, epilepsy and metabolic disorders). To learn more about Eisai Inc., please visit us at www.eisai.com/US.

Eisai Inc. has affiliates that are part of a global product creation organization that includes R&D facilities in Massachusetts, New Jersey, North Carolina and Pennsylvania, as well as a global demand chain organization that includes manufacturing facilities in Maryland and North Carolina. Eisai’s global areas of R&D focus include neuroscience; oncology; metabolic disorders; vascular, inflammatory and immunological reaction; and antibody-based programs.

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