



Press Release

It's a "three-peat" for Astellas Pharma Canada's Eczema Education Program



MONTREAL, July 25, 2005 – The Eczema Awareness, Support and Education (EASE) program, a national awareness program sponsored by Astellas Pharma Canada Inc. has won the Canadian Dermatology Association's (CDA) Public Education Award for the third year in a row. The award was presented to Robert Goldberg, Astellas Pharma Canada's product manager for dermatology, at the 80th Annual CDA Conference held in Quebec City early in July.

"The CDA established the Public Education Award in order to acknowledge the importance of patient education and health promotion in the area of dermatology" said Dr. Lorne Hurst, Chair of the Membership and Awards Committee of the Canadian Dermatology Association. "The EASE program has once again demonstrated its effectiveness in disseminating valuable information on eczema, on an on-going basis, to patients, health care professionals and the general public throughout Canada."

The EASE program was developed in collaboration with leading Canadian dermatologists to meet the need for comprehensive, bilingual and non-commercial information on eczema. Clinical experience has shown that a large number of eczema patients experienced difficulty and frustration in managing this life-altering condition, which is chronic and chronically recurring. As a result, patients often do not comply with medical treatment. One of the goals of EASE is to help sufferers, many of whom are children, and their families to better understand the chronic nature of this disease, its triggers, treatment options and psycho-social issues. EASE provides free educational resources such as booklets, pamphlets, a website (www.eczemaCanada.ca) and a regular newsletter. In addition to English and French certain material is also available in Mandarin.

"We are honoured that the CDA has again chosen to acknowledge the merits of the EASE program." said Astellas Pharma's Robert Goldberg. "The positive response that we have had from patients as well as dermatologists and family physicians is highly encouraging because it supports the position that we've taken in championing health education in eczema. In addition to our corporate mission of providing best-in-class therapies, patients and caregivers need additional encouragement and support in order to optimize their treatment. EASE offers easy access to these resources."

The EASE program has reached over 15 million Canadians through editorial coverage in trade and consumer publications and on the web.

The Eczema Awareness Support and Education (EASE) program is made possible through an unrestricted educational grant from Astellas Pharma Canada, Inc., a research-based pharmaceutical company based in Markham, Ontario. To learn more about eczema, call 1 866 432-0362 or visit www.eczemaCanada.ca.

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