



**WORLD HEART
FEDERATION®**



Refer to: Charanjit K. Jagait
World Heart Federation
+41 22 807 03 34 (office)

Carole Copeland
Eli Lilly and Company
+1 317-277-3661 (office)
+1 317-610-6196 (cell)

Kimberly Wix
Daiichi Sankyo
+1 973-695-8338 (office)
+1 908-656-5447 (cell)

**World Heart Federation, Daiichi Sankyo and Lilly partner
to improve cardiovascular health**

ORLANDO, Fl. (March 31, 2009) - The World Heart Federation, Daiichi Sankyo Company, Limited (TSE: 4568) and Eli Lilly and Company (NYSE: LLY) announced today that they have partnered to improve cardiovascular health internationally. The organizations made the announcement at the 58th Annual Scientific Session of the American College of Cardiology in Orlando, Florida.

An estimated 17.5 million people died from cardiovascular disease in 2005, representing 30 percent of all global deaths, making it a significant public health concern.¹

Through this collaboration, Daiichi Sankyo and Lilly will reinforce the World Heart Federation's efforts addressing the challenges that result from a cardiac event, such as a heart attack or stent placement. In particular, the organizations will work together in emphasizing the importance of a heart healthy lifestyle and adherence to medications for acute coronary syndrome (ACS) patients.

“We find that people who have experienced a cardiac event often struggle to cope with the physical and emotional impact,” said Pekka Puska, President of the World Heart Federation. “This collaboration will support patients in making the lifestyle changes that are critical during the recovery process and beyond.”

Daiichi Sankyo and Lilly will support activities stemming from the World Heart Federation’s 2009 World Heart Day, scheduled to take place on Sunday, September 27 with a focus on workplace wellness.

About ACS

Acute coronary syndrome (ACS) is an umbrella term that includes unstable angina (chest pain) and myocardial infarction (heart attack). ACS is ultimately the result of coronary heart disease, which is the most severe among cardiovascular diseases.

About the World Heart Federation

The World Heart Federation is a nongovernmental organization based in Geneva Switzerland dedicated to the prevention and control of heart disease and stroke, with a focus on low- and middle-income countries. It is comprised of 195 member societies of cardiology and heart foundations from over 100 countries covering the regions of Asia-Pacific, Europe, East Mediterranean, the Americas and Africa. For further information visit: www.world-heart-federation.org.

About Daiichi Sankyo

A global pharma innovator, Daiichi Sankyo Co., Ltd., was established in 2005 through the merger of two leading Japanese pharmaceutical companies. This integration created a more robust organization that allows for continuous development of novel drugs that enrich the quality of life for patients around the world. Areas of primary focus for Daiichi Sankyo’s research and development are thrombotic disorders, malignant neoplasm, diabetes mellitus, and autoimmune disorders. Equally important to the company are hypertension, hyperlipidemia or atherosclerosis and bacterial infections. For more information, visit www.daiichisankyo.com.

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own worldwide

laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers - through medicines and information - for some of the world's most urgent medical needs.

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¹ World Health Organization. Cardiovascular diseases. Fact Sheet No. 317. February 2007.