biota

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For Immediate Release

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Inavir® launch in Japan

Biota Holdings Limited (ASX:BTA) has been advised by Daiichi Sankyo of the launch of Inavir® (laninanivir octanoate) in Japan.

Daiichi Sankyo's announcement, a copy of which is attached, includes information about product pricing and availability.

About Daiichi Sankyo

The Daiichi Sankyo Group is dedicated to the creation and supply of innovative pharmaceutical products to address the diversified, unmet medical needs of patients in both mature and emerging markets. While maintaining its portfolio of marketed pharmaceuticals for hypertension, hyperlipidemia, and bacterial infections, the Group is engaged in the development of treatments for thrombotic disorders and focused on the discovery of novel oncology and cardiovascular-metabolic therapies. Furthermore, the Daiichi Sankyo Group has created a "Hybrid Business Model," which will respond to market and customer diversity and optimize growth opportunities across the value chain. For more information, please visit www.daiichisankyo.com

About Biota

Biota is a leading anti-infective drug development company based in Melbourne Australia, with key expertise in respiratory diseases, particularly influenza. Biota developed the first-in-class neuraminidase inhibitor, zanamivir, subsequently marketed by GlaxoSmithKline as Relenza. Biota research breakthroughs include a series of candidate drugs aimed at treatment of respiratory syncytial virus (RSV) disease and Hepatitis C (HCV) virus infections. Biota has clinical trials underway with its lead compound for human rhinovirus (HRV) infection in patients with compromised respiration or immune systems.

In addition, Biota and Daiichi Sankyo co-own a range of second generation influenza anti-virals, of which the lead product Inavir, is approved for marketing in Japan.

**Further information available at www.biota.com.au*

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Daiichi Sankyo Launches Anti-Influenza Inavir® Inhaler

Tokyo, Japan (October 19, 2010) – Daiichi Sankyo Company, Limited (hereafter, Daiichi Sankyo), today announced the launch of its anti-influenza treatment Inavir® Dry Powder Inhaler 20mg (generic name, laninamivir octanoate; approval for manufacture and marketing, September 10, 2010; drug price listing, October 4, 2010).

Inavir® is a long-acting neuraminidase inhibitor with therapeutic efficacy after a single dosage developed by Daiichi Sankyo. Inavir® shows the same efficacy with a single dose as a five-day administration of oseltamivir. As a new treatment option for influenza, Daiichi Sankyo is confident that Inavir® will be an important alternative for treating influenza, both benefiting patients and contributing to society.

In order to prepare for this year's flu season Daiichi Sankyo plans to supply 2 million units of the treatment (40mg) by the end of December 2010 and 4 million units (40mg) by the end of March 2011.

Daiichi Sankyo has a solid record in developing and selling antibacterial agents, and also offers influenza vaccines. The addition of Inavir® will further strengthen the company’s lineup for preventing and treating infectious diseases.

Product outline

(Launch date: October 19, 2010)

Product name	INAVIR® DRY POWDER INHALER 20mg
Generic name	laninamivir octanoate (International Nonproprietary Name)
Drug price	INAVIR® DRY POWDER INHALER 20mg: \2,080.50 per inhaler (Japan standard drug price listing received October 4, 2010)
Efficacy	Treatment for influenza A and influenza B viruses
Dosage	Adults: A single inhaled dose of 40 mg of laninamivir octanoate hydrate Children: If less than 10 years old, a single inhaled dose of 20 mg of laninamivir octanoate hydrate. If 10 years old or older, a single inhaled dose of 40 mg of laninamivir octanoate hydrate.
Approval for manufacture and marketing	September 10, 2010
Remarks	Manufacture and marketing: DAIICHI SANKYO Co., Ltd.