

Eden Biodesign Assists Momotaro-Gene, Inc. to Commence Human Clinical Trials Less Than 12 Months After Being Engaged to Produce a Recombinant Adenovirus Vector From a New Cell Line

LIVERPOOL, UK and OKAYAMA, Japan (July 14, 2010) – Eden Biodesign Ltd. and Momotaro-Gene, Inc. today announced the success of a collaborative global project that demonstrated Eden’s capabilities to work quickly to develop an adenoviral manufacturing process providing Momotaro-Gene with drug substance and vialled drug product ready for their clinical trial within 12 months. Momotaro-Gene, Inc. already cleared its first IND (Investigational New Drug) application with this drug product to the FDA and expects to start its First-In-Man clinical trial at Mt. Sinai Hospital, USA, this month.

By accessing Eden Biodesign’s expertise as a global provider of outsourced cGMP manufacturing, and through the application of Crucell’s proprietary technology, Momotaro-Gene was able to employ a PER.C6[®] human cell line to manufacture a recombinant adenoviral vector which is unlikely to replicate in a normal human cell line. As a result, with Eden Biodesign’s guidance, Momotaro-Gene achieved a product suitable for global regulatory approval for Phase I trials.

Momotaro-Gene led by Prof. Hiromi Kumon at the Okayama University developed the next generation therapeutic cancer vaccine which will help treat prostate cancer patients in Japan and the United States.

“Eden Biodesign’s involvement with Momotaro-Gene was a very fortunate alignment of knowledge, rare skills and technology,” said Dr. Crawford Brown, CEO, Eden Biodesign. “We were able to dramatically

advance a project that had encountered challenges which Eden Biodesign was uniquely qualified to overcome. The team has been involved in this area for a number of years and we are excited to be working with customers in the emerging field of therapeutic vaccines and proud to contribute to product and process design.”

“We engaged Eden Biodesign because they were previously known to us from their consultancy activities in Japan and particularly due to their ability to tackle the most-difficult biodesign challenges,” said Momotaro-Gene’s CEO, Mr. Hitoshi Shiomi. “The success of our most-recent engagement is the product of the very deliberate application of world-class talent, and we couldn’t be happier with the outcome. Eden assisted not only to supply clinical product but support our Japanese and USA regulatory approvals.”

As well as having an established track record and engagement over the last 10 years with several Japanese companies, providing support and training to overcome technical challenges, Eden Biodesign is able to demonstrate through the work with Momotaro-Gene, Inc. that the company is much more than a CMO in providing regulatory support as part of their drug development team.

About Momotaro-Gene Inc.

Momotaro-Gene Inc. is a biotech start-up company whose primary technology seed ‘REIC’ comes from Okayama University. REIC, *reduced expression in immortalized cells*, is a new, tumor-suppressor gene isolated and identified at Okayama University. REIC can be the

“real magic” bullet that satisfies all the requisitions for cancer treatment; it can apply to many kinds of cancer, selectively kill cancer cells without harming normal cells, induce potent anti-tumor immunity, and may lead to preventing cancer and also developing new molecular targeting drugs.

Momotaro-Gene focuses its energy on realizing Phase I/II clinical study for prostate cancer and malignant mesothelioma in the U.S. and Japan to establish its proof of concept as a real innovative medicine for cancer. Learn more: www.mt-gene.com/english/aboutus/index.html

About Eden Biodesign

Eden Biodesign is a globally-integrated biopharmaceutical company offering consultancy, biopharmaceutical design, process development and cGMP manufacturing services to leading biotech and pharmaceutical clients around the world. With a reputation for commercializing biopharmaceutical products and processes, the company offers expertise and guidance in multiple sectors. Eden Biodesign’s world class facilities and knowledge in process development, manufacturing, regulatory and technology transfer support ensure that Eden Biodesign offers much more than a traditional CMO. Find out more at www.EdenBiodesign.com. Eden Biodesign is a wholly owned subsidiary of Watson Pharmaceuticals Inc. (NYSE: WPI)

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