



SK Life Science Launches Its Second National Ad, Continuing to Lead with the Only Direct-to-Consumer Commercial for an Anti-Seizure Drug in the U.S.

“Road to Reduction” Begins Airing Today Raising Awareness of XCOPRI® (cenobamate tablets) CV and the Journey to Seizure Management for People Living with Epilepsy

Paramus, New Jersey – May 19, 2025 – [SK Life Science, Inc.](#), a global leader in developing treatments for central nervous system (CNS) disorders and a subsidiary of SK Biopharmaceuticals Co., Ltd., today announced the launch of a new nationwide direct-to-consumer (DTC) [commercial](#) titled “Road to Reduction” for XCOPRI® (cenobamate tablets) CV, a once-daily prescription medication for adults with partial-onset seizures. The commercial aims to raise national awareness of epilepsy, reduce stigma, and empower patients to have informed conversations with their doctors about reducing seizures.

The campaign captures a powerful reality for many in the epilepsy community: the journey to seizure control is often marked by fear, isolation, and setbacks. The campaign, airing across streaming TV, digital, social, and healthcare platforms to meet people where they are, acknowledges that while patients want to reduce their seizures, they also carry a lot of fear – fear of trying a new medication and a fear of going backwards. At its core, the campaign aims to reframe the treatment journey for patients living with epilepsy.

“At SK Life Science, we’ve always been committed to elevating the voices of people living with epilepsy and advocating for patient voices to be heard when choosing a treatment option,” said Chris Fanale, Executive Director, Marketing, SK Life Science. “This campaign reflects a deeply authentic understanding of what patients and caregivers face daily – and encourages them to talk with their doctors about options that may help reduce seizures, even in people who have been living with uncontrolled seizures for a long time.”

The “Road to Reduction” spot follows the story of an adult male navigating the challenges of epilepsy alongside his father. Their road trip – metaphorically and literally – symbolizes the emotional journey of finding the right treatment path, despite facing many unknowns. Imagery such as a downed tree and even driving in reverse represents the emotional journey of living with uncontrolled seizures and the fear of exploring new treatments. Ultimately, the ad aims to deliver a message of resilience and renewed possibility: that significant seizure reduction could be just ahead.

Through the creation of this campaign, SK Life Science was committed to challenging stigma, elevating patient voices, raising awareness, and encouraging meaningful conversations between patients and their healthcare providers. This campaign is about redefining what’s possible for people living with epilepsy.

To learn more about XCOPRI, visit www.XCOPRI.com.

About SK Life Science, Inc. and SK Biopharmaceuticals Co., Ltd.

SK Life Science, Inc., with headquarters in Paramus, New Jersey, is a U.S. subsidiary of **SK Biopharmaceuticals Co., Ltd.**, a pioneering South Korean company in drug development and commercialization. Together, they are advancing innovative treatments for central nervous system (CNS) disorders and oncology, with eight compounds currently in development. Utilizing target-based drug discovery, high-throughput organic screening/high content screening, computer-aided drug design, and combinatorial chemistry, the companies drive R&D efforts in biology/discovery, medicinal chemistry, pharmacology, and clinical development. For more information, visit www.SKLifeScienceInc.com.

SK Biopharmaceuticals Co., Ltd. is part of **SK Group**, South Korea's second-largest conglomerate. SK Group is a collection of global industry-leading companies driving innovations in energy, advanced materials, biopharmaceuticals and digital business. Based in Seoul, SK invests in building sustainable businesses around the world with a shared commitment to reducing global greenhouse gas emissions. SK companies combined have \$151 billion in global annual revenue and employ more than 100,000 people worldwide. SK Group is one of TIME's 100 Most Influential Companies of 2023. **SK Inc.**, the parent company of SK Biopharmaceuticals, continues to enhance its portfolio value by executing long-term investments with a number of competitive subsidiaries in various business areas, including pharmaceuticals and life science, energy and chemicals, information and telecommunication, and semiconductors. In addition, SK Inc. is focused on reinforcing its growth foundations through profitable and practical management based on financial stability, while raising its enterprise value by investing in new future growth businesses. For more information about SK Inc., visit <https://sk-inc.com/en/main/mainpage.aspx>. For more information about SK Biopharmaceuticals, visit www.skbp.com/eng.

About XCOPRI® (cenobamate tablets) CV

Cenobamate is an antiseizure medication (ASM) discovered and developed by SK Biopharmaceuticals and SK Life Science. Cenobamate reduces neuronal excitability through a unique dual mechanism of action, preferentially inhibiting the persistent sodium current and enhancing GABAergic inhibition at the type A γ -aminobutyric acid (GABA_A) ion channel. The precise mechanism by which cenobamate exerts its therapeutic effect is unknown.

Cenobamate is marketed under the brand name XCOPRI® in the U.S. by SK Life Science, Inc. Additionally, XCOPRI is commercialized in Canada and Israel by SK Biopharmaceuticals' partners, Paladin Labs Inc. and Dexcel Ltd. Cenobamate is marketed as ONTOZRY® by Angelini Pharma S.p.A. in Europe, the UK, and Switzerland.

Cenobamate is also being developed for commercialization by SK Biopharmaceuticals' partners in many other countries to meet the needs of patients living with epilepsy, including Dong-A ST Co., Ltd., Eurofarma Laboratórios S.A., Hikma MENA FZE, Ignis Therapeutics, Inc. and ONO Pharmaceutical Co., Ltd.

IMPORTANT SAFETY INFORMATION AND INDICATION FOR XCOPRI® (cenobamate tablets) CV**DO NOT TAKE XCOPRI IF YOU:**

- Are allergic to cenobamate or any of the other ingredients in XCOPRI.

- Have a genetic problem (called Familial Short QT syndrome) that affects the electrical system of the heart.

XCOPRI CAN CAUSE SERIOUS SIDE EFFECTS, INCLUDING:

Allergic reactions: XCOPRI can cause serious skin rash or other serious allergic reactions which may affect organs and other parts of your body like the liver or blood cells. You may or may not have a rash with these types of reactions. Call your healthcare provider right away and go to the nearest emergency room if you have any of the following: swelling of your face, eyes, lips, or tongue, trouble swallowing or breathing, a skin rash, hives, fever, swollen glands, or sore throat that does not go away or comes and goes, painful sores in the mouth or around your eyes, yellowing of your skin or eyes, unusual bruising or bleeding, severe fatigue or weakness, severe muscle pain, frequent infections, or infections that do not go away. **Take XCOPRI exactly as your healthcare provider tells you to take it. It is very important to increase your dose of XCOPRI slowly, as instructed by your healthcare provider.**

QT shortening: XCOPRI may cause problems with the electrical system of the heart (QT shortening). Call your healthcare provider if you have symptoms of QT shortening including fast heartbeat (heart palpitations) that last a long time or fainting.

Suicidal behavior and ideation: Antiepileptic drugs, including XCOPRI, may cause suicidal thoughts or actions in a very small number of people, about 1 in 500. Call your health care provider right away if you have any of the following symptoms, especially if they are new, worse, or worry you: thoughts about suicide or dying; attempting to commit suicide; new or worse depression, anxiety, or irritability; feeling agitated or restless; panic attacks; trouble sleeping (insomnia); acting aggressive; being angry or violent; acting on dangerous impulses; an extreme increase in activity and talking (mania); or other unusual changes in behavior or mood.

Nervous system problems: XCOPRI may cause problems that affect your nervous system. Symptoms of nervous system problems include: dizziness, trouble walking or with coordination, feeling sleepy and tired, trouble concentrating, remembering, and thinking clearly, and vision problems. **Do not drive, operate heavy machinery, or do other dangerous activities until you know how XCOPRI affects you.**

Do not drink alcohol or take other medicines that can make you sleepy or dizzy while taking XCOPRI without first talking to your healthcare provider.

DISCONTINUATION:

Do not stop taking XCOPRI without first talking to your healthcare provider. Stopping XCOPRI suddenly can cause serious problems. Stopping seizure medicine suddenly in a patient who has epilepsy can cause seizures that will not stop (status epilepticus).

DRUG INTERACTIONS:

XCOPRI may affect the way other medicines work, and other medicines may affect how XCOPRI works. **Do not start or stop other medicines without talking to your healthcare provider.** Tell healthcare providers about all the medicines you take, including prescription and over-the-counter medicines, vitamins and herbal supplements.

PREGNANCY AND LACTATION:

XCOPRI may cause your birth control medicine to be less effective. **Talk to your health care provider about the best birth control method to use.**

Talk to your health care provider if you are pregnant or plan to become pregnant. It is not known if XCOPRI will harm your unborn baby. Tell your healthcare provider right away if you become pregnant while taking XCOPRI. You and your healthcare provider will decide if you should take XCOPRI while you are pregnant. If you become pregnant while taking XCOPRI, talk to your healthcare provider about registering with the North American Antiepileptic Drug (NAAED) Pregnancy Registry. The purpose of this registry is to collect information about the safety of antiepileptic medicine during pregnancy. You can enroll in this registry by calling 1-888233-2334 or go to www.aedpregnancyregistry.org.

Talk to your health care provider if you are breastfeeding or plan to breastfeed. It is not known if XCOPRI passes into breastmilk. Talk to your healthcare provider about the best way to feed your baby while taking XCOPRI.

COMMON SIDE EFFECTS:

The most common side effects in patients taking XCOPRI include dizziness, sleepiness, headache, double vision, and feeling tired.

These are not all the possible side effects of XCOPRI. Tell your healthcare provider if you have any side effect that bothers you or that does not go away. For more information, ask your healthcare provider or pharmacist. **Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088 or at www.fda.gov/medwatch.**

DRUG ABUSE:

XCOPRI is a federally controlled substance (CV) because it can be abused or lead to dependence. Keep XCOPRI in a safe place to prevent misuse and abuse. Selling or giving away XCOPRI may harm others and is against the law.

INDICATION:

XCOPRI is a prescription medicine used to treat partial-onset seizures in adults 18 years of age and older. It is not known if XCOPRI is safe and effective in children under 18 years of age.

Please see additional patient information in the [Medication Guide](#). This information does not take the place of talking with your healthcare provider about your condition or your treatment.

Please see full [Prescribing Information](#).

About Epilepsy

Epilepsy is the fourth most common neurological disorder. There are approximately 3.4 million people living with epilepsy in the United States, with 150,000 new cases each year in the country.^{1,2} Epilepsy is

characterized by recurrent, unprovoked seizures. The seizures in epilepsy may be related to a brain injury or a family tendency, but often the cause is completely unknown. Having seizures and epilepsy can affect one's safety, relationships, work, driving, and much more.^{3,4} People with epilepsy are at risk for accidents and other health complications, including falling, drowning, depression and sudden unexplained death in epilepsy (SUDEP).^{3,4} Despite the availability of many antiepileptic therapies, almost 40 percent of people with epilepsy are not able to achieve seizure freedom, meaning they have epilepsy that remains uncontrolled.⁵

XCOPRI® and ONTOZRY® are registered trademarks of SK Biopharmaceuticals Co., Ltd.

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