

Contact presse:

Christina Aplington
Ballou PR for HRA Pharma
+33 (0)1 42 22 24 10
christina@balloupr.com

HRA Pharma's NorLevo[®] on its way to becoming the first emergency contraceptive pill available in Japan

HRA Pharma's partner Sosei signed distribution agreement with ASKA for commercialisation of NorLevo[®] in Japan.

Paris, France— November 9, 2009 – HRA Pharma (www.hra-pharma.com), a privately-held European pharmaceutical company that designs products, devices and supporting services in reproductive health and endocrinology, is pleased to report that its partner company, Sosei Group Corporation (Sosei), has entered into a distribution agreement with ASKA Pharmaceuticals Co. (ASKA) for the commercialization of NorLevo[®], HRA Pharma's emergency contraceptive pill. Under the terms of the agreement Sosei is responsible for development and registration and ASKA for sales and marketing of the product.

NorLevo is a levonorgestrel-only emergency contraceptive pill to be taken as soon as possible, and at the latest within 72 hours (3 days) of an unprotected intercourse. The product was first introduced on the market by HRA Pharma in France in 1999, and is currently approved in some 60 countries around the world.

In Japan, clinical studies were undertaken by Sosei to evaluate the safety and prevented pregnancy rate of NorLevo in Japanese women who requested emergency contraception. Results obtained confirmed that NorLevo is as safe and effective in this population as has already been demonstrated in other countries. The NDA application for NorLevo was submitted in Japan in September 2009. "NorLevo will be soon the first emergency contraceptive pill to be introduced in Japan," said Dr Erin Gainer, CEO of HRA Pharma. "Entering one of the world's biggest pharmaceutical markets represents a major step for our company's development, and we are pleased to be able to offer Japanese women an important tool for the management of their reproductive health."

###

About HRA Pharma

HRA Pharma is an emerging, privately-held European pharmaceutical company that designs products, devices and supporting services in niche areas of health and makes them available to doctors and patients worldwide. The company targets therapeutic gaps in the areas of reproductive health and endocrinology, and uses innovative marketing solutions and socially-conscious programs, such as contraception education in developing countries, to promote healthy management of drugs and diseases. A pioneer in emergency contraception, its product NorLevo was the first emergency contraceptive based on one type of progesterone to be approved for sale by health authorities. Headquartered in Paris, France and with subsidiaries in Germany, Italy and the United Kingdom, HRA Pharma has built a strong network of R&D, manufacturing, distribution and NGO partners which enables it to satisfy critical patient needs and improve patient health in over 50 countries across the globe. Visit www.hra-pharma.com for more information.