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HRA Pharma's emergency contraceptive ella[®] in motion in Asia

HRA Pharma and Orient Europharma enter into a distribution agreement to commercialize ella[®], a new generation emergency contraceptive, in Taiwan, Hong Kong and Macao.

Paris, France & Taipei, Taiwan – 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, and Orient Europharma (<http://www.oep.com.tw>), a Taiwan headquartered pharmaceutical company, have entered into an exclusive distribution agreement to commercialize ella[®] (ulipristal acetate, 30mg), HRA Pharma's innovative next-generation emergency contraceptive, in Taiwan, Hong Kong and Macao. Under the terms of the agreement, HRA Pharma will supply ella to Orient Europharma for marketing and distribution in these three Asian territories. Financial terms were not disclosed.

Launched in the European Union at the beginning of October under the trademark ellaOne, ella is based on a new chemical entity ulipristal acetate. It is a first-in-class, orally active selective progesterone receptor modulator, and is the first molecule to have been specifically designed and developed for use as an oral emergency contraceptive. ella has been shown to have sustained efficacy up to five days after unprotected sexual intercourse or contraceptive failure.

HRA Pharma expects to file for marketing approvals in countries worldwide. In addition, ulipristal acetate, the active chemical compound of ella, is also in clinical development for indications outside emergency contraception.

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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.

About Orient Europharma

Orient Europharma (4120) Headquartered in Taipei, Taiwan, is a public-held specialty pharmaceutical company focused in commercialization of our partner's product. Our current partners in the region includes the following: Almirall, Chiesi, Elan, Kissei, NaonCarrier, Pierre Fabre, Q-med, Recordati & Wyeth.

In 2008, We stands among top 30 pharmaceutical companies in both Taiwan and Philippines based on IMS survey.

Our sales turnover was over \$113 million U.S. dollars, and our business incorporates not only sales, also the manufacturing (with two large manufacturing plants), marketing, and distribution of ethical and OTC products.

With Subsidiaries across Hong Kong, Malaysia, Singapore, Philippines and a strong sales network of 360 dedicated and experienced sales representatives, we have the ability and expertise to introduce our partners' product in the South East Asia Region. Please visit our website www.oep.com.tw for further information