

Media Contact:

Pascale LACOSTE
+33 (0)1 40337382
p.lacoste@hra-pharma.com

NorLevo® the First Emergency Contraceptive to Receive Marketing Approval in Japan

HRA Pharma's emergency contraceptive, developed and registered in Japan in collaboration with Sosei is expected to be launched on the Japanese market by ASKA Pharmaceutical in the first half of 2011

Paris, France – February 23, 2011 - HRA Pharma announced today that the Japan Ministry of Health, Labour and Welfare (MHLW) granted approval for NorLevo® (levonorgestrel, 0.75mg) as a prescription-only emergency contraceptive indicated for use within 72 hours (three days) of unprotected intercourse or a known or suspected contraceptive failure. NorLevo® has thus become the first emergency contraceptive pill available in Japan.

Marketed in Europe since 1999 and currently approved in more than 50 countries, NorLevo's approval in Japan is based on a complete development program including preclinical and clinical trials conducted locally by HRA Pharma's partner Sosei. NorLevo will be marketed in Japan by Sosei's partner ASKA Pharmaceutical. The product's launch is expected in the first half of 2011.

"We are pleased to be able to offer Japanese women an important tool for the management of their reproductive health. The Japanese approval of NorLevo caps a 10-year development and registration program and represents a major milestone, as it is the first product to have been specifically approved for use as an oral emergency contraceptive in Japan," said Erin Gainer, CEO of HRA Pharma. "This is also a major step for our company, as it is our first product to reach the Japanese marketplace. This accomplishment paves the way for the introduction of future HRA Pharma products into the world's second largest pharmaceutical market."

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About HRA Pharma

HRA Pharma is a 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. Headquartered in Paris, France and with offices throughout Europe, 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 Sosei

Sosei is an international biopharmaceutical company anchored in Japan with a global reach. It practises a reduced risk business model by acquiring compounds from, and bringing compounds into, Japan through exploitation of its unique position within global markets. For further information about Sosei, please visit www.sosei.com.

About ASKA

ASKA Pharmaceutical Co., Ltd. located in Tokyo, Japan, is a research and development (R&D) oriented company, which contributes to the society by developing and providing innovative pharmaceutical products with concentrating its management resources to the specific therapeutic areas. Additional information on ASKA Pharmaceutical Co., Ltd. is available through its corporate website <http://www.aska-pharma.co.jp/english/index.html>.