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HRA Pharma Reinforces Operational Presence in Europe with Italian Subsidiary

*Independent company with international mindset and niche therapeutic solutions now has
offices in four European countries*

Paris, France and Rome, Italy – September 17, 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, announced today that it has established its Italian subsidiary, HRA Pharma Italia, thereby reinforcing its operational presence in Europe. HRA Pharma Italia is the company's third subsidiary created since embarking on an aggressive growth plan targeting strengthened operations in key European countries, local management appointments and an expanded product portfolio.

Located in Rome, HRA Pharma Italia will handle local marketing, sales and distribution of three HRA Pharma products: NorLevo, Lysodren and ellaOne. NorLevo, the first emergency contraception to be approved by health authorities, and Lysodren, for the symptomatic treatment of advanced adrenal cortical carcinoma, have been available in Italy since 2000 and 2004, respectively. ellaOne, a new generation emergency contraception, received its marketing authorization from the European Union in May 2009 and has not yet been launched. Alberto Aiuto, a pharmacist by training with over 30 years of industry experience within a number of pharmaceutical companies in Italy, has been named general manager of the subsidiary.

"HRA Pharma recognizes the importance of treating underdeveloped therapeutic areas, whether a life-threatening disease like adrenal cancer that must be treated by an orphan drug, or emergency contraception, which is often limited in terms of both awareness and solutions," said Dr. Erin Gainer, CEO of HRA Pharma. "We choose to focus our efforts on making therapies accessible to patients, and HRA Pharma Italia's local operations will facilitate this mission as we continue our hands-on approach in target countries."

Headquartered in Paris, France, and with additional subsidiaries in Germany and the UK, HRA Pharma's growing infrastructure in Europe will support the company's current product portfolio in reproductive health and endocrinology and associated research projects that are in different phases of development. In addition to exploring new operations elsewhere in Europe, HRA Pharma is committed to partnering with leading pharmaceutical companies in other areas of the globe in order to maximize in-licensing and out-licensing opportunities.

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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 offices in Germany, the UK and Italy, 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.