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## **HRA Pharma Announces European Marketing and Distribution Agreement with Acrux**

*European specialist in reproductive health and endocrinology adds novel transdermal estradiol spray to growing product portfolio*

**Paris, France – September 23, 2009** – HRA Pharma ([www.hra-pharma.com](http://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 entered into an exclusive agreement with the Australian drug delivery company Acrux (ASX: ACR) to market and distribute Acrux's transdermal estradiol spray in France, Germany, the United Kingdom, Italy, Spain, Greece, Turkey and Cyprus. The product will complement HRA Pharma's existing portfolio of products addressing reproductive health as well as its growing operational presence in Europe.

Under the terms of the agreement, HRA Pharma will be responsible for obtaining marketing approval for Acrux's transdermal estradiol spray in France, Germany, the United Kingdom, Spain, Italy, Greece, Turkey and Cyprus through a Mutual Recognition Procedure, whereby a national marketing authorisation granted by a first European Member State is then issued in the concerned Member States. The small, hand-held spray, designed to provide an easy and convenient means of delivering a preset dose of estradiol via the skin in order to reduce symptoms of menopause, is marketed under the brand name Evamist™ in the US and is currently under evaluation by the regulatory authorities in Sweden, a procedure which was launched by Acrux. Once the product is approved, HRA Pharma will handle its marketing and distribution from its headquarters in Paris, France and from its subsidiaries in Germany, Italy and the United Kingdom.

"HRA Pharma is committed to organic growth as well as to partnerships with leading pharmaceutical companies that share our vision for niche therapeutics," said Dr. Erin Gainer, CEO of HRA Pharma. "We are excited about the opportunities to bring Acrux's novel transdermal spray to women in Europe and to reinforce our commitment to being the European in-licensing partner of choice in our key therapeutic areas."

HRA Pharma has a history of handling regulatory approval, marketing and distribution procedures for niche therapeutics in Europe thanks to its streamlined organization focused on business development, R&D strategy, medical marketing strategies, and regulatory activities. Most recently, HRA Pharma received a marketing authorization from the European Union for ellaOne®, its new generation emergency contraception, in May 2009. In addition, HRA Pharma coordinated worldwide registration and distribution for its emergency contraception NorLevo, and managed the registration, pricing and reimbursement of Lysodren, a mitotane treatment for adrenal cancer, in the 27 European countries where it is marketed.

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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](http://www.hra-pharma.com) for more information.