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## **HRA Pharma Strengthens European Operations With German Affiliate**

*Specialist in reproductive health and endocrinology marks first step in reinforcing operational presence on the continent; new entity to spearhead growth in one of Europe's largest healthcare markets*

**Paris, France and Bochum, Germany – December 2, 2008** – HRA Pharma ([www.hra-pharma.com](http://www.hra-pharma.com)), an emerging, privately-held European pharmaceutical company that designs products, devices and supporting services in reproductive health and endocrinology, announced today the inauguration of its wholly-owned German affiliate, HRA Pharma Deutschland GmbH. Located in Bochum, a growing business and academic area near to Dusseldorf, the new entity will coordinate and manage all marketing, sales and distribution of HRA Pharma products throughout Germany, one of Europe's largest healthcare markets.

The German affiliate will be led by general manager Klaus Czort, who has nearly 20 years of experience in pharmaceutical sales and has been working with HRA Pharma since 2004 in charge of German sales of the company's product Lysodren, indicated for the symptomatic treatment of advanced adrenal cortical carcinoma. Mr. Czort will be supported by an in-house team of three and an external sales force calling on doctors throughout the country.

"Germany was a natural choice as the location of our first European affiliate," said Dr. André Ulmann, founder and president of HRA Pharma. "It has already proven to be our most successful market in endocrinology and, combined with Klaus' experience in the German pharmaceutical market, presents enormous potential for reproductive health, our other therapeutic area of interest."

Headquartered in Paris and with products in nearly 50 countries, HRA Pharma is led by a team of dedicated professionals committed to filling therapeutic gaps, satisfying critical patient needs and improving patient health in all corners of the globe. HRA Pharma Deutschland represents the company's first step in reinforcing its operational presence on the continent and is testimony to the company's robustness given today's economic climate.

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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 Bochum, Germany, 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.