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## **HRA Pharma Marks Next Step in European Expansion with UK Subsidiary**

*Local operations in largest emergency contraception market in Europe will support launch of ellaOne®; Tony Fraser named General Manager*

**Paris, France and London, UK – July 1, 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 established a UK subsidiary, HRA Pharma UK Ltd. The London-based entity is the company's second subsidiary in Europe as it expands its operational presence beyond its French headquarters to support the launch of its next generation emergency contraceptive, ellaOne®.

HRA Pharma UK will handle local marketing, sales and distribution of ellaOne, as well as that of its product Lysodren, indicated for the symptomatic treatment of advanced adrenal cortical carcinoma. ellaOne was granted European marketing authorization in May 2009 and will be progressively launched throughout Europe beginning in September 2009. Lysodren has been sold in the UK since 2004 and its distribution was previously handled from the company's Paris office.

Tony Fraser has been named HRA Pharma UK's general manager. Mr. Fraser has over 15 years of experience in the pharmaceutical industry, most recently as business unit director at Schering-Plough for the company's UK-based substance misuse and virology division.

"Lysodren has been successful in the UK endocrinology market for a number of years, but since the UK is Europe's largest market for emergency contraception, we felt it was imperative to create a local entity with skilled management to support ellaOne's upcoming launch," said Dr. Erin Gainer, CEO of HRA Pharma. "The UK has the highest unplanned pregnancy rate in Europe and its government has been implementing strategies to address sexual health and teenage pregnancy. As a company who, for over a decade, has been committed to providing social programs, education and solutions to improve reproductive health as a part of our mission, we look forward to bringing ellaOne to the UK as a complementary tool in this important public health endeavour."

A pioneer in emergency contraception with products in nearly 50 countries, HRA Pharma established its first European subsidiary in Germany in late 2008. Now with teams on the ground in three European countries, HRA Pharma will pursue other key European markets in the months to come to support ellaOne, as well as to handle local distribution of other products.

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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 and London, UK, 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.