



FOR IMMEDIATE RELEASE

INVIDA APPOINTS TWO NEW MEMBERS TO SENIOR MANAGEMENT TEAM
New Chief Financial Officer and Chief Administrative Officer to Support Continued Expansion
While Bringing Significant Industry, Operations and Financial Leadership

Singapore –May 7, 2010 – Invida Group, the leading healthcare commercialization solutions partner in the Asia Pacific region, today announced that Anne M. Bell has assumed the role of Chief Financial Officer at the company, while Christopher Tay has been appointed Chief Administrative Officer. Ms. Bell will direct the financial operations of the company and manage the treasury, corporate governance and risk aspects of the business, while Mr. Tay’s role will provide leadership for human resources, corporate secretarial, legal and intellectual property management, as well as corporate branding and communications, information technology and facilities management.

John A. Graham, Chief Executive Officer of Invida, said, “During this time of corporate expansion and growth, we sought to expand our management team with individuals whose experience and expertise will help bring us to the next stage of the company’s development. Both Anne and Chris bring impressive experience within the Asia Pacific region to Invida that will position them well to lead our company’s efforts to expand our reach and offerings within these key markets and strengthen our business platform. I am looking forward to working with Anne and Chris closely on our upcoming initiatives and leveraging their depth of knowledge and experience in their respective fields.”

Prior to joining Invida, Ms. Bell was at AstraZeneca in roles which included Regional Finance Director for Asia Pacific based in Singapore, and subsequently Programme Director Finance based in London at AstraZeneca Headquarters, where she was responsible for a major project covering over 50 markets. Prior to AstraZeneca, she occupied various positions of increasing seniority at Cendant and Colonial Ltd, a financial services company. In addition, Ms. Bell had also served as a Partner with the Arthur Andersen Business Consulting Practice. Ms. Bell is a Chartered Accountant and holds a Bachelor of Economics degree from the University of Sydney, Australia. Ms. Bell’s role at Invida will also include oversight of licensing and M&A projects.

Anne M. Bell, Chief Financial Officer of Invida said, "I am privileged to join the Invida management team during such an exciting time in the company's development cycle. I look forward to leveraging my experience in strategic business development in my role as CFO, and contribute to Invida's continued growth and success in bringing healthcare products to the Asia Pacific markets."

Mr. Tay comes to Invida from Singapore Airlines and Hewlett Packard, in addition to his early career in civil litigation practice. He has more than 20 years of professional and management experience across diverse industries and geographies, with legal, contract negotiations, marketing services and human capital management expertise. He holds a Bachelor of Laws from the National University of Singapore and was admitted as an Advocate & Solicitor at the Singapore Courts.

Christopher Tay, Chief Administrative Officer of Invida, said, "I am excited to be part of Invida's leadership team and to be accountable for key corporate functions to drive business growth. Leading the talent management strategy will be crucial to Invida's future success and I would like to enable our managers to cultivate a high performance culture that brings the best out of people. We can make a difference and leave a lasting legacy in the organizations and people we lead."

About Invida Group Pte Ltd

Invida improves the lives of patients in Asia by commercializing differentiated pharmaceutical products of superior quality - the result of which will allow all our stakeholders to prosper. We do this through our proven brand marketing and sales know-how, strong expertise across a number of key therapeutic categories and deep experience in all critical Asian markets. Comprehensive functional capabilities provide rapid market access delivered by our passionate team of professionals.

With more than 4,000 employees in 13 markets in Asia Pacific, Invida operates across the commercial value chain from regulatory approval and product launch to lifecycle management. We manage a portfolio of proprietary healthcare brands as well as licensed products from small biotech firms and large multinational companies. Partnering is a critical component of Invida's business model. We collaborate closely with our partners in developing effective strategies and put our extensive experience behind maximizing the potential of the assets entrusted to us.



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