



FOR IMMEDIATE RELEASE

Invida Launches Atopiclair™, a Treatment for Atopic Dermatitis Symptoms, at the World Congress of Dermatology 2011

- *Leading Asia Pacific specialty biopharmaceutical company, Invida, launches Atopiclair™ for atopic dermatitis symptomatic relief in Asia*
- *Atopiclair™ is a highly effective, clinically proven non-steroidal atopic dermatitis flare-remission treatment*
- *Atopic dermatitis affects up to 20 percent, of all young children.*

Seoul, Korea, May 26, 2011: Invida Group Private Limited today reaffirmed its commitment to patients in Asia Pacific by announcing the launch of a novel atopic dermatitis symptomatic treatment, Atopiclair™, which will be available to patients across Asia in second half of 2011. Atopiclair™, a non-steroidal atopic dermatitis flare-remission treatment, will potentially bring relief to young children and their families, whose lives are significantly impacted by the debilitating effects of the disease. The announcement was made at a press conference today, held in conjunction with the 22nd World Congress of Dermatology 2011 in Seoul, South Korea.

“Invida is committed to providing patients in Asia Pacific with medicines that will improve their lives,” said John A. Graham, Chief Executive Officer, Invida Group Private Limited. “Nearly one quarter of all dermatitis patients in the world are in Asia, so making Atopiclair™ available across the region is an important achievement, as it has proven to be such an effective treatment for the painful effects of atopic dermatitis in other parts of the world.”

Atopic dermatitis, or eczema as it is more commonly known, is a chronic inflammatory skin condition characterized by dry skin, intense itchiness, crusting, weeping and burning sensations. It is the most common chronic skin disease affecting up to 20% of young children ¹, causing pain, sleep loss and preventing them from participating in normal activities such as swimming and playing with the family pet^{2,3,4}. Atopiclair™ offers effective relief and control of the symptoms associated with atopic dermatitis and has been proven safe and effective through randomized, double blind, controlled multi-center clinical trials including adults, children, and infants aged over 6 months^{5,6}. Atopiclair™ is specially formulated to reduce itching and restore the skin barrier.

According to Professor Mark Boguniewicz, from the Department of Paediatrics at National Jewish Health and University of Colorado School of Medicine, new treatment strategies are needed for atopic dermatitis because the currently available treatments carry labeling restrictions and their use is often limited due to concerns about side effects, particularly those caused by steroids¹.



Professor Boguniewicz welcomed the launch of Atopiclair™ as a new, non-steroidal treatment option for atopic dermatitis patients in Asia. In a study published by Boguniewicz, *et al*, in the *Journal of Pediatrics* in 2008, Atopiclair™ was shown to be safe and effective as a monotherapy for the treatment of mild-to-moderate symptoms of atopic dermatitis, with children in the study experiencing complete or almost complete improvement in their symptoms within 22 days.

At today's press conference, Invida announced its planned launches of Atopiclair™ across numerous Asia Pacific markets.

"Invida Korea has a history of providing Korean physicians and patients with access to new therapies," said Mark Brown, Invida Korea Country Manager. "We are very excited to add Atopiclair™ to our product portfolio in Korea and believe that Atopiclair™ will be a significant treatment to help patients and their families better manage the debilitating symptoms of atopic dermatitis."

Invida will soon also be introducing several other dermatology treatments in the region including Papulex™ for acne management, and Sebclair™ for seborrhoeic dermatitis.

The most widely recognized international dermatology gathering, the 22nd World Congress of Dermatology is being held from May 24-29 at the Coex Convention and Exhibition Center in Seoul, South Korea. Held every four years, the 2011 Congress is hosted by the International League of Dermatological Societies and organized by the Korean Dermatological Association.

About Invida Group Private Limited

Invida improves the lives of patients in Asia by commercializing differentiated pharmaceutical products of superior quality - the result of which will allow all Invida stakeholders to prosper. This is done through 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 3,500 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 emerging and large, multinational biopharmaceutical 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. For more information on Invida, please see (www.invida.com).

About Invida Korea

Invida Korea provides Korean physicians and patients access to new therapies by forming specially-tailored partnerships with multinational pharmaceutical companies for early in-market release. Invida Korea offers Korean patients a wide range of skin treatments and other innovative therapeutic products, and is committed to continued growth in Korea. Invida Korea was established in 2001 by Quintiles as a contract sales organization, and



in 2006 it was established as Pharmedlink. Invida Korea boasts extensive experience across multiple treatment areas including dermatology, scar-prevention and cardiovascular, among others. For more information, please visit: <http://www.invida.co.kr/>

Media:

Amy Speak, LaVoie Group
(978) 745-4200 x106
aspeak@lavoiegroup.com

Investors:

Amanda Murphy, LaVoie Group
(978) 745-4200 x107
amurphy@lavoiegroup.com

-
1. *Atopic dermatitis: new insights and changes in the treatment paradigm.*, Mark Boguniewicz, Division of Allergy-Immunology, Department of Pediatrics, National Jewish Health and University of Colorado School of Medicine, Denver, Colorado, USA
 2. *Consensus conference – Managing atopic dermatitis in children – Long version.* *Ann Dermatol Venereol* 2005;132:1519-33
 3. *Products and Services Evaluation Commission – Opinion of the Commission dated May 26, 2009 - ATOPICLAIR™, Cream* ⁽³⁾ Kay J. and al. *The prevalence of childhood atopic eczema in a general population.* *J Am Acad Dermatol* 1994;30(1):35-9
 4. Illi S. and al. *The natural course of atopic dermatitis from birth to age 7 years and the association with asthma* *J Allergy Clin Immunol* 2004;113(5):925-931
 5. Boguniewicz M. and al., *MAS063DP is Effective Monotherapy for Mild to Moderate Atopic Dermatitis in Infants and Children: A Multicenter, Randomized, and Vehicle-Controlled Study.* *J Pediatr* 2008;152:854-859
 6. Abramovits W. and al. *A Multicenter, Randomized, Vehicle Controlled Clinical Study to Examine the Efficacy and Safety of MAS063DP (ATOPICLAIR®) in the Management of Mild to Moderate Atopic Dermatitis in Adults.* *J Drugs Dermatol.* 2006;5(3): 236-244 *IGA - Investigator's Global Assessment