



FOR IMMEDIATE RELEASE

**ACTELION EXTENDS PARTNERSHIP WITH INVIDA TO MARKET TRACLEER IN
KEY ASIAN MARKETS**

Invida to Remain Commercialization Partner Through 2015

Singapore – March 26, 2010 – Invida Group, the leading provider of healthcare brands and services to the Asia Pacific region, today announced that its contract with Swiss biotechnology company, Actelion, has been extended through 2015 to continue commercialization of Tracleer[®] for the treatment of pulmonary arterial hypertension (PAH) in crucial markets throughout Asia. Actelion signed with Invida initially in 2005, and has extended the contract to market the company’s lead product, Tracleer, in Thailand, Malaysia, Philippines, Vietnam, and Hong Kong

By extending the contract, Invida will continue to leverage its experience in regulatory and medical affairs, specialized marketing, and its well-established network of key opinion leaders throughout the region. This partnership will allow Invida to continue working with a market-leading biotech firm and leverage its capabilities to commercialize an orphan drug that has proven ability to positively impact disease progression, as well as reduce severity and symptoms in patients with PAH. Invida’s suite of medical affairs capabilities and expansive knowledge of the Asia Pacific marketplace strategically positions the company to address challenges in the market, such as reimbursement and regulatory issues, and allow for the product to be promoted widely and successfully throughout the region.

Bill Fairey, Vice President, Australia-Asia Pacific Region at Actelion, said, “We are pleased to announce the continuation of our partnership with Invida, as their demonstrated expertise in commercializing the Tracleer brand has helped our sales grow in an increasingly competitive environment. Invida has increased our presence in Asia and has given Actelion an edge in the global markets and a crucial foothold as we look forward to commercializing more products from our pipeline.”

-more-

John A. Graham, Chief Executive Officer of Invida, said, “We are thrilled that we have extended our partnership with Actelion to continue our practice of furthering scientific breakthroughs by working with the world’s market-leading biotechnology companies. Invida is focused on fostering innovation and bringing cutting-edge pharmaceutical products to the Asia-Pacific region, and Actelion continues to provide us with a unique and exciting opportunity to do so.”

Cheryl Tan, Regional Director of Asia Pacific for Actelion, said, “Working with the Invida team, from the standpoint of alliance management, has been an extremely beneficial process for Actelion, as their team presents an obvious commitment to our relationship and promoting the continued success of Tracleer within the region. This commitment, combined with their depth of knowledge about the local markets and relationships with key members of the medical community, means that the continuation of a partnership was a natural step.”

Renaat Janssen, Vice President of Alliance Operations and Primary Care at Invida, said, “We are pleased to be continuing this partnership as our work with Actelion has been so successful. In addition to the opportunity to promote this market-leading product, the partnership provides us with the opportunity to work with a corporation that is as committed to the Asia Pacific region as we are, as well as the advancement of mutually beneficial business relationships. Our goal with this alliance, and all of our alliances, is to accelerate the introduction of innovative products to Asian markets to the benefit of patients, caregivers and partners.”

About Tracleer® in Pulmonary Arterial Hypertension (PAH)

Tracleer®, the first oral dual endothelin receptor antagonist, is approved for the treatment of pulmonary arterial hypertension (PAH) and made available by Actelion subsidiaries in the United States, the European Union, Japan, Australia, Canada, Switzerland and other markets worldwide.

In clinical trials leading to the marketing approval of the drug, approximately 11% of PAH patients receiving Tracleer® experienced abnormal but reversible liver enzyme elevations. It is therefore important that patients undergo monthly liver monitoring. Due to the risk of birth defects, women who are pregnant, or of childbearing age who do not use a reliable method of contraception, must not take Tracleer®.

About Pulmonary Arterial Hypertension (PAH)

Pulmonary arterial hypertension (PAH) is a chronic, life-threatening disorder characterized by abnormally high blood pressure in the arteries between the heart and lungs of an affected individual. The function of the heart and lungs is severely compromised, manifested by a limited exercise capacity, and ultimately, a reduced life expectancy. Approximately 100,000 people in Europe and the United States are afflicted with either primary or secondary forms of the disease related to conditions or tissue disorders that affect the lungs, such as scleroderma, lupus, HIV/AIDS or congenital heart disease.

About Actelion Ltd

Actelion Ltd is a biopharmaceutical company with its corporate headquarters in Allschwil/Basel, Switzerland. Actelion's first drug Tracleer®, an orally available dual endothelin receptor antagonist, has been approved as a therapy for pulmonary arterial hypertension. Actelion markets Tracleer® through its own subsidiaries in key markets worldwide, including the United States (based in South San Francisco), the European Union, Japan, Canada, Australia and Switzerland. Actelion, founded in late 1997, is a leading player in innovative science related to the endothelium - the single layer of cells separating every blood vessel from the blood stream. Actelion's over 2300 employees focus on the discovery, development and marketing of innovative drugs for significant unmet medical needs. Actelion shares are traded on the SIX Swiss Exchange (ticker symbol: ATLN) as part of the Swiss blue-chip index SMI (Swiss Market Index SMI®).

-more-

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 countries 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.

###

Contact:

Media:

Lisa Rivero

LaVoie Group

978-745-4200 x106

lrivero@lavoiegroup.com

<http://www.lavoiegroup.com>

Investors:

Liz Pingpank

LaVoie Group

978-745-4200 x104

lpingpank@lavoiegroup.com

<http://www.lavoiegroup.com>