



**FOR IMMEDIATE RELEASE**

**INVIDA GROUP ANNOUNCES ALLIANCE WITH AMDIPHARM**

*Invida to Leverage Full Suite of Capabilities in Support of Amdipharm's Brands*

**Singapore – July 14, 2010** – Invida Group Pte Ltd, the leading specialty biopharmaceutical company focused on the commercialization of healthcare products throughout Asia Pacific, today announced that it has entered into an agreement with Amdipharm for the licensing and commercialization of its proprietary products throughout Asia. Under this agreement, Invida will leverage its full suite of capabilities to bring Amdipharm's products to market, from regulatory approval and licensing, through packaging and supply chain optimization, to commercialization, sales, and marketing.

Amdipharm is a global pharmaceutical company that specializes in acquiring products from leading pharmaceutical companies that serve essential medical needs. In partnering with Invida, Amdipharm is able to bring some of its key products into new markets in Asia and be supported throughout the commercial value chain from regulatory and approval to sales and marketing. Under this agreement, Invida will take on the distribution, registration, and marketing services for select Amdipharm products in eight markets, including Thailand, Malaysia, Singapore, Indonesia, Philippines, Hong Kong, Taiwan, and South Korea.

John Graham, Chief Executive Officer of Invida, commented, "From a strategic standpoint, this partnership represents Invida's alliance business model, to provide our partners with a single point of entry to the Asia Pacific markets. Amdipharm's decision to work with us demonstrates that we have the capabilities, resources and processes in place to create the maximum potential return on investment for our valued partners in bringing important healthcare brands to the Asia Pacific markets."

Vjiay Patel, founder of Amdipharm, added, "In working with Invida, we are able to bring clinically significant products to markets where these products had limited access to patients in the past. Through this important business alliance, we can provide better treatment for patients while prolonging the lifespan of these important therapeutics."

Renaat Janssen, Vice President of Alliance Operations and Primary Care at Invida, commented, “We are excited to partner with Amdipharm and provide them with the vital infrastructure to promote these products in key Asian markets. We will be leveraging our experienced regulatory medical affairs teams, extensive sales force, as well as our product manufacturing and packaging expertise to promote these products throughout the region, and potentially prepare them for additional markets.”

Vijay Patel also quoted, “Our alliance with Invida is key to our success in further penetrating the Asia Pacific markets. By partnering with Invida and utilizing their proven partnership model and strong infrastructure, we will be able to gain rapid market access for these critical products and reach primary care physicians throughout the region.”

Under the terms of the agreement, Invida will conduct distribution, registration, and marketing activities for products that include Carfergot, Apresoline, Locasalen, Neomercazole, Erythrocin, Eryped, Tofranil, Akineton, and Ludiomil. These products, which come from leading pharmaceutical companies including Abbott, Roche and Novartis, will be used to treat a variety of critical medical conditions, including Parkinson's disease, migraines, hypertension, and bacterial infections.

### **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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### **About Amdipharm**

Amdipharm is a global pharmaceutical enterprise comprising a series of companies operating internationally with a strategy to add value to acquired brands and promote clinically significant products that may have previously been a low priority in the portfolios of larger companies.

Recognized for its young, dynamic and entrepreneurial personality, Amdipharm has garnered a significant level of growth and success since its inception in 2002 and is now widely considered a partner of choice with respect to both the acquisition and management of established brands. Currently Amdipharm has a portfolio of over 60 products and boasts a presence in more than 100 markets.

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