



**FOR IMMEDIATE RELEASE:**

**INVIDA TO PRESENT AT THE BIOCENTURY FUTURE LEADERS  
IN THE BIOTECH INDUSTRY CONFERENCE**

**Singapore – April 11, 2011** – Invida Group Pte Ltd, the leading specialty biopharmaceutical company focused on the commercialization of healthcare products throughout Asia Pacific, today announced that the company has been selected to present at the 2011 *BioCentury* Future Leaders in the Biotech Industry Conference held in New York on April 15, 2011. CEO John A. Graham will provide an updated overview of the Company, its strategy for 2011 and key partnering opportunities for growth in Asia Pacific.

**Company Presentation:**

When: Friday, April 15, 2011, 9:30 a.m.

Where: Millennium Broadway Hotel and Conference Center

**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 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 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. For more information on Invida, please see [www.invida.com](http://www.invida.com).

# # #

**Media and Investors:**

Amanda Murphy

LaVoie Group

978-745-4200 x107

[amurphy@lavoiegroup.com](mailto:amurphy@lavoiegroup.com)