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NorLevo[®], HRA Pharma's Emergency Contraceptive Pill, Now Available in Canada

European specialist in reproductive health and endocrinology teams with Bayer Inc. for launch of pioneering product

Paris, France –June 10, 2009 – HRA Pharma (www.hra-pharma.com), a privately-held, European pharmaceutical company that designs products, devices and supporting services in reproductive health and endocrinology, announced today the launch of its emergency contraceptive brand NorLevo[®] (levonorgestrel) in Canada. Bayer Inc., a Canadian subsidiary of Bayer AG, will market and distribute NorLevo locally. NorLevo will be available in Canadian pharmacies without a doctor's prescription.

"The launch of NorLevo in Canada represents an important milestone for HRA Pharma and will help pave the way for the introduction of future products into the North American marketplace," said Dr. Erin Gainer, chief executive officer of HRA Pharma. "We are very pleased to be teaming with Bayer Inc., a company that shares our commitment to improving women's health worldwide."

Norlevo is a levonorgestrel-only emergency contraceptive pill that was first introduced on the market by HRA Pharma in France in 1999. Since its efficacy is highest immediately after unprotected intercourse and its side effects are mild and self-manageable, the product was switched to non-prescription status just one month after approval in France and is now available on a non-prescription or over-the-counter basis in some 35 countries worldwide.

HRA Pharma has long been a leader in emergency contraception, providing solutions to unmet needs for millions of women since first launching NorLevo. HRA Pharma is now present in over 50 countries around the globe through its European subsidiaries, representative office in New York City and partnerships. The company reinvests 15% to 25% of sales in R&D annually and currently has 10 products in various stages of pre-clinical and clinical development. Its most advanced product, the next generation emergency contraceptive ellaOne[®] (ulipristal acetate), was recently granted marketing authorization by the European Commission and will be launched throughout the European Union during the second half of 2009. The company plans to file for marketing approvals in countries worldwide under the trademarks ella[®]/ellaOne[®].

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About HRA Pharma

HRA Pharma is an emerging, privately-held European pharmaceutical company that designs products, devices and supporting services in niche areas of health and makes them available to doctors and patients worldwide. The company targets therapeutic gaps in the areas of reproductive health and endocrinology, and uses innovative marketing solutions and socially-conscious programs, such as contraception education in developing countries, to promote healthy management of drugs and diseases. A pioneer in emergency contraception, its product NorLevo was the first emergency contraceptive based on one type of progesterone to be approved for sale by health authorities. Headquartered in Paris, France and with offices in Bochum, Germany, HRA Pharma has built a strong network of R&D, manufacturing, distribution and NGO partners which enables it to satisfy critical patient needs and improve patient health in over 50 countries across the globe. Visit www.hra-pharma.com for more information.