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Jorgen Winroth joins Sobi to lead Investor Relations

Jorgen Winroth has joined Sobi to lead the company's Investor Relations activities. Jorgen has served as Director, Investor Relations for AstraZeneca North America for the past sixteen years. Jorgen has also served as a consultant providing strategic Investor Relations services to a number of Scandinavian corporations including Hafslund Nycomed AS, AB SKF, and Huhtamaki Oy, and previously as Vice President, Investor Relations at Pharmacia. Jorgen will be based in New York.

Åsa Stenqvist, who has served as interim Head of Communications and Investor Relations, will leave Sobi on November 16.

"We are very pleased to welcome Jorgen to Sobi. He brings extensive experience in Investor Relations and will focus on increasing our level of service and on building awareness of Sobi in the investment community. At the same time we want to thank Åsa for her many contributions to Sobi and wish her good luck in the future," says Geoffrey McDonough, CEO of Sobi.

For further information, please contact:

Åsa Stenqvist, Head of Communications and IR (Interim) at +46 8 697 21 88 or Jorgen Winroth at jorgen.winroth@sobi.com.

About Sobi

Sobi is an international healthcare company dedicated to bringing innovative therapies and services to improve the lives of rare disease patients. The product portfolio is primarily focused on inflammation and genetic diseases, with three late stage biological development projects within hemophilia and neonatology. Sobi also markets more than 40 products for companies in the specialty and rare disease space. In 2011, Sobi had revenues of SEK 1.9 billion and around 500 employees. The share (STO: SOBI) is listed on NASDAQ OMX Stockholm. More information is available at www.sobi.com.

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