



PRESS RELEASE July 8, 2009

## **Biovitrum selects Megapharm as distributor in Israel**

**Stockholm – July 8, 2009. Biovitrum AB (publ) (STO: BVT) has entered an exclusive distribution and marketing agreement with Megapharm Ltd. allowing Biovitrum's products Kineret<sup>®</sup> and Kepivance<sup>®</sup> to be commercialized in Israel.**

Megapharm has in the contract agreed to maintain a sales organization to promote Kineret<sup>®</sup> and Kepivance<sup>®</sup> during 5 years. The products will be filed for a market authorization to the Israeli authorities this autumn and an approval is expected during 2010.

"We are excited about the opportunity to work with Megapharm, a leading biotech marketing company in Israel. We are certain that Megapharm will be able to effectively provide our innovative products to patients who need them and thereby maximize the potential of the products," said Martin Nicklasson, CEO at Biovitrum.

Miron Drucker, CEO and founder of Megapharm, said, "We are very excited to conclude this agreement with Biovitrum and to lend our expertise to successfully market and maximize the potential of Kineret and Kepivance in Israel. This will help to further reinforce our biologics portfolio and maintain our prominent position in the relevant therapeutic areas. We are proud to be associated with Biovitrum, and look forward to a long term and fruitful relationship".

### **About Kineret<sup>®</sup> (anakinra)**

Information about Kineret<sup>®</sup> can be found at:

<http://www.kineretrx.com/>

Healthcare professionals should refer to and rely upon the PDR (Physician's Desk Reference) or the corresponding national labeling texts, and not the information above.

### **About Kepivance<sup>®</sup> (palifermin)**

Information about Kepivance<sup>®</sup> can be found at :

<http://www.kepivance.com/>

Healthcare professionals should refer to and rely upon the PDR (Physician's Desk Reference) or the corresponding national labeling texts, and not the information above

**About Biovitrum**

Biovitrum is an international pharmaceutical company that markets specialist pharmaceuticals in several regions. Using its expertise and experience Biovitrum takes scientific innovation to patients with significant unmet medical need. Research expertise and capabilities are focused on development and production of biotechnology therapeutics within our prioritized areas of hemophilia, inflammation/autoimmune diseases, cancer supportive care and malabsorption. The company has revenues of approximately SEK 1.2 billion and around 400 employees. The company head office is located in Sweden and it is listed on the Stockholm OMX Nordic Exchange. For more information please visit [www.biovitrum.com](http://www.biovitrum.com)

**About Megapharm**

Megapharm Ltd. is one of the leading private biotech, pharmaceutical and medical nutrition marketing companies in Israel with a strong biotech orientation, exclusively representing a number of major American and European pharmaceutical companies. Megapharm has demonstrated dynamic sales growth by developing a strong company presence and expertise in select therapeutic areas, and diversified segments of the healthcare business. The company also has a recognized and proven track record for obtaining reimbursement and inclusion of its products in all the health funds in Israel. For more information see [www.megapharm.co.il](http://www.megapharm.co.il)

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*Biovitrum AB (publ) may be required to disclose the information provided herein pursuant to the Swedish Securities Markets Act. The information was provided for public release on July 8, 2009 at 8.30 a.m. CET.*