**Press Release 15 October 2009**

# Lipsovir® marketing authorization in Europe now approved

The European regulatory authorities have now approved Medivir's marketing authorisation application in 14 European countries. The trademark for the product in Europe will be **Xerclear**™.

The label for Xerclear™, that is the approved indication text, is unique for a topical cold sore product in Europe:

*"Treatment of early signs and symptoms of recurrent herpes labialis (cold sores) to reduce the progression of cold sore episodes to ulcerative lesions in immunocompetent adults and adolescents (12 years of age and older)".*

Xerclear™ thus has a distinct competitive edge in Europe as well as US, where the product was approved on 31 July 2009 with a similarly strong label.

The remaining step in the process towards product launch in the 14 European countries takes place at the national level, and includes determination of the local packaging and OTC/RX status. This process is expected to be completed by year-end.

**Invitation to a Press Conference**
Medivir will host a teleconference today at 14:30am (Central European summer time) with focus on the European approval for Xerclear™ (Lipsovir®).

To participate in the teleconference, please call +46 8 30 17 91 using the participant code 568511#. This teleconference will be recorded and available for download from 16 October 2009 – for details, please see our website www.medivir.com under the "News" heading.

Medivir will be represented by Rein Piir CFO/VP Investor Relations and Eva Arlander VP Pharma & Project Director for Xerclear™.

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**For more information on Medivir, please see our website: www.medivir.com**