



## **Meda strengthens allergy product portfolio in Europe with EpiPen<sup>®</sup> Auto-Injector**

Meda has signed a long-term license agreement with the specialty division of Mylan Inc. (Nasdaq: MYL), Dey Pharma, L.P., for exclusive marketing and distribution rights of EpiPen<sup>®</sup> (epinephrine) Auto-Injector in Europe. EpiPen is used for emergency treatment of severe allergic reactions (anaphylaxis). Anaphylaxis can occur quickly (often within a couple of minutes) and may be life-threatening.

EpiPen is a well-established brand and is the market leader in several European countries as well as other parts of the world, including the U.S. Beginning in 2011, the distribution rights to EpiPen for Europe will be transferred to Meda from current distributors. As part of the agreement with Dey, Meda will pay a combination of up-front and milestone payments totaling a mid-single million EUR figure. The current market size for epinephrine auto-injectors in Europe is approximately 40 MEUR.

*"EpiPen strengthens our allergy franchise in Europe, and we look forward to working closely with Dey to ensure that this important and life-saving product is accessible to those who are at-risk of an allergic emergency," said Anders Lönner, CEO Meda AB.*

Meda's exclusive rights to the product also include the next generation EpiPen, featuring more patient-friendly features. The next generation EpiPen is currently available in many markets outside of Europe, including the U.S. Meda will be responsible for regulatory filings in Europe of the next generation EpiPen.

Dey Pharma President Carolyn Myers, Ph.D. commented: *"It's been long known and understood that one of our primary objectives is to expand the growth and breadth of our EpiPen franchise. After a careful and thorough analysis, we are extremely pleased to partner*

*with Meda, a company with a strong and proven expertise in the allergy category as well as an expansive pan-European marketing platform. This collaboration strategically positions us to grow the EpiPen franchise and expand access to this important product in Europe. Many Europeans are at risk of allergic emergency, some of whom don't even know it. Along with expanded educational programs, we plan to continue to grow the EpiPen Auto-Injector franchise in Europe, including the upcoming launch of our next generation EpiPen product with Meda."*

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**For questions, please contact:**

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**MEDA AB (publ)** is a leading international specialty pharma company. Meda's products are sold in 120 countries worldwide and the company is represented by its own organizations in 50 countries. The Meda share is listed under Large Cap on the Nasdaq OMX Nordic Stock Exchange in Stockholm. Find out more, visit [www.meda.se](http://www.meda.se).

**Dey Pharma L.P.**, a subsidiary of Mylan Inc. (Nasdaq: MYL), is a specialty pharmaceutical company focused on the development, manufacturing and marketing of prescription drug products for the treatment of respiratory diseases, severe allergic reactions and psychiatric disorders. The company puts patients first and facilitates efficient, cost-effective partnerships with customers. For more information, please visit [www.dey.com](http://www.dey.com).