



PRESS RELEASE AUGUST 10<sup>th</sup>, 2011

## FIRST ORDER FROM WALMART IN USA

The public company Moberg Derma AB (publ.) has through its U.S. distributor Alterna LLC received a first order from the world's largest retail chain, Walmart, for Emtrix<sup>®</sup> – its treatment of discolored and damaged nails caused by nail fungus (onychomycosis) or nail psoriasis. Emtrix<sup>®</sup> will be marketed under Alterna's well established foot care brand Kerasal<sup>®</sup> and will be named Kerasal<sup>®</sup> Nail.

*"To start selling our product through the world's largest retail chain is an important first step in our market entry to the U.S. market. The objective is to launch Kerasal<sup>®</sup> Nail before year end and make the product available through most major drugstore chains",* says Peter Wolpert, President and CEO of Moberg Derma.

Damaged and discolored nails are very common in the U.S. About 30 – 40 million Americans suffer from the problem.

### About Emtrix<sup>®</sup> and nail diseases

Emtrix<sup>®</sup> is a prescription free, topical nail product and has the potential to become first-line treatment for common nail disorders. Launch of Emtrix<sup>®</sup> was initiated in the first markets in September 2010 and the product rapidly became the Nordic market leader. Emtrix<sup>®</sup> is being launched in additional markets in 2011. Safety and efficacy have been demonstrated in several clinical studies including more than 600 patients. Emtrix<sup>®</sup> has a unique and rapid mechanism of action which brings visible improvements within 2-4 weeks of treatment. Nail fungus is the most common nail disease and afflicts approximately 10% of the general population and increasing with age. The estimated global market potential exceeds USD 1 billion. The untapped potential is significant since many patients remain untreated. It is generally recognized that there is a need for new efficacious and safe topical treatments.

### About Kerasal

Kerasal<sup>®</sup> is the non-prescription brand podiatrists recommend more than any other\* to eliminate cracked heels and soften and smooth extremely dry feet. Unlike ordinary foot creams or moisturizers, Kerasal's richly concentrated ointment is a clinically proven formula to soften even the roughest, driest feet. Kerasal<sup>®</sup> is manufactured using a patent protected manufacturing process that cannot be replicated by store brands. Originally Kerasal<sup>®</sup> was available only from podiatrists. Since 2004 you can find Kerasal<sup>®</sup> Foot Ointment in major Drug, Food and Mass Merchandise stores.

\*Based on 2009 Podiatrist Survey

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### About this information

Moberg Derma discloses the information provided herein pursuant to the Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication at 09:00 am (CET) on August 10<sup>th</sup>, 2011.

### About Moberg Derma

Moberg Derma AB (publ), based in Stockholm, develops patented topical pharmaceuticals for the treatment of common disorders through the use of innovative drug delivery. The company's products are based on proven compounds, which reduce time to market, development costs and risk. Moberg Derma's first product Emtrix<sup>®</sup> - for nail disorders - became the Nordic market leader directly after launch in autumn 2010. Emtrix<sup>®</sup> will be launched in additional markets in 2011. The portfolio covers approved and launched products to projects in the preclinical and clinical phase. The company began operations at the Karolinska Institute in Stockholm in 2006. The share of Moberg Derma is quoted on the Small Cap list of the NASDAQ OMX Nordic Exchange Stockholm. For further information, please visit: [www.mobergderma.se](http://www.mobergderma.se)