



Haselmeier Announces Launch of BerliPen® Junior Pen

Zürich, Switzerland – November 2009

Haselmeier is pleased to announce that Berlin Chemie/Menarini, Berlin Germany has launched the BerliPen® Junior pen in August 2009.

The BerliPen® Junior is a new pen designed specifically for the administration of insulin by children. It was developed by Haselmeier for Berlin Chemie/Menarini and features a compact size, easy handling and a robust metal body and cap. An important feature of the pen is the low amount of force required for injections.

Michael Bollessen, Head of Marketing for Diabetes & OTC Products commented, "The incidence of type-1 diabetes in children is growing steadily. Therefore, efficient treatment is of utmost importance. The BerliPen® Junior is an important contributor for this purpose. It enables children to shape their everyday's life individual and flexible."

Volker Wirth, Director Sales and Marketing at Haselmeier added that "Haselmeier's long-term partnership with Berlin Chemie/Menarini continuously provides pens with added value. This results in an improved quality of life for diabetes patients. The BerliPen® Junior is an example for an injection device which combines the requirements of a state-of-the-art pen with an attractive, child-oriented design."

About Haselmeier GmbH

Haselmeier is a leading designer and manufacturer of pens and auto-injection systems. The Company's devices feature unique function, design and technology and are marketed by pharmaceutical and biotechnology companies around the world.

For more information visit: www.haselmeier.com

CONTACT:

Haselmeier GmbH
Dufourstr. 32
CH-8008 Zürich
Switzerland

Mrs Sandra de Haan
+41 44 250 52 40
s.haan@haselmeier.com