



ALK introduces new, improved adrenaline pen, JEXT®

October 07, 2010

Summary: ALK has developed a new adrenaline pen for emergency treatment of severe allergic reactions. In the months ahead, ALK expects to launch the new adrenaline pen on the first European markets as a substitute for the company's existing inlicensed product. Within the next few years, the new pen is expected to improve ALK's earnings from its adrenaline business.

ALK today announces that the company has developed a new and improved adrenaline auto-injector called JEXT®. The new product has been developed for emergency treatment of allergic reactions (anaphylaxis) caused by, for example, foods or bee stings. ALK expects the product to be approved by the European health authorities in the near future.

JEXT® is expected to be available on the first European markets on 1 January 2011. ALK holds the global product rights and is planning to considerably expand its geographical presence with adrenaline products.

ALK's current agreement on the sale and distribution of an inlicensed adrenaline product in 16 European countries will cease with effect from 31 December 2010. In 2009, ALK's sales of the adrenaline product accounted for some DKK 200 million, equivalent to approximately 10% of total sales. Earnings from present sales of adrenaline products make only a minor contribution to ALK's total operating profits. With the introduction of JEXT®, ALK expects to improve the company's gross margin and substantially improve earnings from the business area within the next few years.

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About anaphylaxis

Anaphylaxis is a severe allergic reaction that develops rapidly and may lead to death if not treated. The allergic reaction can be triggered by foods or by bee and wasp stings. The symptoms can be itching, rash, swelling of the lips, throat and tongue, wheezing, shortness of breath, coughing and hoarseness, nausea, vomiting, stomach ache, headache, fear of death or unconsciousness.

Treatment of anaphylaxis is by means of adrenaline (epinephrine) injections, or even hospitalisation in some cases, and preventive measures. Patients at risk of developing anaphylaxis are recommended to carry a self-triggering disposable injector containing adrenaline (adrenaline auto-injector), which must be used immediately when symptoms of anaphylaxis appear. It is estimated that in Europe and the USA there are up to four million people carrying an adrenaline auto-injector.

Since anaphylaxis has to be treated quickly and effectively, it is important that such adrenaline injectors are reliable, simple to use and work properly under all circumstances.

About JEXT®

JEXT® is a new and improved adrenaline pen that has been developed to meet the requirements of reliability and functionality. Furthermore, JEXT® has a considerably longer shelf-life than existing products. In the near future, JEXT® is expected to be approved in Europe for the emergency treatment of allergic reactions (anaphylaxis). JEXT® has been developed by ALK and is eventually expected to be launched worldwide. Until 31 December 2010, ALK will be retailing another, inlicensed adrenaline pen in a number of European countries (Austria, Belgium, Croatia, the Czech Republic, Denmark, Finland, Great Britain, Hungary, the Netherlands, Norway, Poland, Slovakia, Slovenia, Spain, Sweden and Switzerland).

About ALK

ALK is a research-driven global pharmaceutical company focusing on allergy treatment, prevention and diagnosis. ALK is the world leader in allergy vaccination (immunotherapy). The company has 1,700 employees with subsidiaries, production facilities and distributors worldwide. ALK is also part of a strategic partnership with Merck on tablet-based allergy vaccination in North America. The company is headquartered in Hørsholm, Denmark, and is listed on NASDAQ OMX Copenhagen A/S. Read more at www.alk-abello.com.