



ALK launches new, improved adrenaline pen, Jext® in Europe

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ALK launches Jext® - a new adrenaline auto-injector for the emergency treatment of severe acute allergic reactions - in most major European markets. Jext® has a 33% longer shelf life than current standard treatment and is therefore more cost-effective. The pen has been developed by ALK who owns the global product rights.

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Today, ALK launches a new and improved adrenaline auto-injector – Jext®, which has been developed for emergency treatment of severe acute allergic reactions (anaphylaxis) in children and adults caused by, for example, foods or bee stings.

Anaphylaxis is potentially life threatening and must be treated quickly and effectively. Consequently, patients need to carry their adrenaline auto-injector at all times. Jext® has a significantly increased shelf life of 24 months; 33% longer than current standard treatment. Additionally, it is the only pen that can be kept at temperatures above 25°C and remain effective. Finally, Jext® is the only adrenaline pen in Europe with a needle shield which offers needle protection automatically after use. These improvements will provide patients and their carers with confidence in carrying and using their adrenaline pens.

“Jext® was designed to address the significant unmet needs of anaphylaxis patients, carers, and healthcare professionals. ALK remains completely dedicated to developing patient-friendly treatments that improve the quality of life of people with allergy” says President and CEO Jens Bager.

Until recently, ALK has distributed an in-licensed adrenaline pen. With the launch of Jext®, ALK expects to improve the company's gross margin and substantially improve earnings from the business area within the next few years.

This announcement does not change ALK's outlook for the financial year 2011.

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About anaphylaxis

Anaphylaxis is a medical emergency and the first-line treatment is adrenaline. Patients at risk of developing anaphylaxis are recommended to carry an 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. The current global sales of adrenalin auto-injectors are estimated at more than EUR 165 million.

Since anaphylaxis has to be treated quickly and effectively, it is important that adrenaline injectors are reliable, easy to use, and work correctly under all circumstances. Find more information at www.life-saver.org.

About Jext®

Jext® is a new adrenaline auto-injector (AAI), indicated for use in the emergency treatment of severe acute allergic reactions (anaphylaxis) to insect stings or bites, foods, drugs and other allergens as well as idiopathic or exercise induced anaphylaxis. Jext® can be used reliably, easily and correctly in the emergency treatment of anaphylaxis. Jext® has a 33% longer shelf life than the current standard of care. Jext® is available as of 6 September 2011 in most major European markets.

About ALK

ALK is a research-driven global pharmaceutical company focusing on allergy prevention, diagnosis and treatment. ALK is the world leader in allergy immunotherapy – a unique treatment of the underlying cause of allergy. The company has approximately 1,700 employees with subsidiaries, production facilities and distributors worldwide. ALK has entered into partnership agreements with Merck and Torii Pharmaceutical Co. Ltd. to commercialise allergy immunotherapy tablets in North America and Japan, respectively. The company is headquartered in Hørsholm, Denmark, and listed on the NASDAQ OMX Copenhagen A/S. Find more information at www.alk-abello.com.