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New improved allergy treatment in France

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Summary: ALK launches GRAZAX[®] in France. GRAZAX[®] is the first disease-modifying grass allergy immunotherapy tablet to be introduced in France, the second largest immunotherapy market in the world.

Today, ALK – the world leader in allergy – announces that the company has reached an agreement with the French authorities on pricing of the grass allergy immunotherapy tablet GRAZAX[®]. With this agreement, GRAZAX[®] is expected to be launched and available with reimbursement to French grass allergy sufferers from January 2011.

GRAZAX[®] is the first disease-modifying allergy immunotherapy tablet to be launched in France, the second largest allergy immunotherapy market in the world and a country with a long-standing tradition for comprehensive sublingual allergy treatments.

“We are very happy to be able to offer GRAZAX[®] to the French allergy sufferers. GRAZAX[®] is an effective and convenient allergy treatment with documented effect in both adults and children,” says President and CEO Jens Bager, ALK.

Evidence-based allergy immunotherapy

With the agreement, the French authorities recognise that GRAZAX[®] is an improvement compared to the current allergy immunotherapies. GRAZAX[®] is the world's first and best documented allergy immunotherapy tablet. 15 randomised double-blind, placebo-controlled clinical studies have been conducted demonstrating robust clinical evidence in significant favour of the treatment and 27 key scientific articles have been published.

“The launch of GRAZAX[®] is an important step towards converting allergy treatments to be more evidence-based to the benefit of patients and the prescribing allergy specialists. With the access of GRAZAX[®] to the important French market, we hope to have paved the way for the forthcoming portfolio of tablets in our pipeline, which also includes tablets against house dust mite, tree and ragweed pollen allergies. With a portfolio of tablets covering the most common allergies, we will be able to effectively treat more than 75% of patients eligible to immunotherapy,” says Jens Bager.

With the introduction of GRAZAX[®] in France, the treatment is now available with reimbursement in all major European countries. This announcement does not change ALK's financial outlook for 2010.

ALK-Abelló A/S

Jens Bager, President and CEO

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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.

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