



CONVENTIA MEDICAL ANNOUNCE STRATEGIC PARTNERSHIP WITH PHEBRA PTY LTD

LONDON, ENGLAND, OCTOBER, 2009: Conventia Medical, a specialty pharma company based in Tring, Hertfordshire, today announced that they had signed a long-term agreement with Phebra Pty Ltd, an Australian, specialty pharmaceutical company to market certain Phebra products in the UK and Ireland.

The deal will give Conventia four products immediately, with the possibility of further access to the Phebra product portfolio. Phebra has a unique product range of critical and life saving medicines for indications where many UK alternatives are in short supply or unlicensed. Included in the agreement is Paraldehyde injection which has been in critical shortage in the UK since 2007.

Conventia's Business Development Director, Kim Wharton said "This is a great opportunity for both parties. Phebra have some very interesting niche medicines and we have special marketing expertise in this field. We hope this partnership develops to the point where we can assist Phebra to fully enter the UK market"

"We are very pleased to have entered into this collaboration with Conventia Medical," said **Mal Eutick, CEO of Phebra**. "This deal provides a new opportunity for Phebra and gives us an ability to reach the UK and Irish markets, thus ensuring that patients in these markets may have the opportunity to access some of our critical medicines."

Conventia Medical

Conventia Medical provides a complete service to manufacturers and developers of medicines looking to establish or grow business in the UK and Europe. Conventia can provide expertise, advice and assistance through all stages of medicines development, from early registration and market assessment to complex marketing and commercial strategy.

Phebra Pty Ltd

Phebra Pty Ltd is an Australian based speciality pharmaceutical company that develops and markets critical medicines in Australia, New Zealand, Asia, Canada and parts of Europe. For more information about Phebra please refer to the company website at www.phebra.com