

ASX/Media Release

Genepharma Registers Australia's Biggest Selling Generic Drug: Simvastatin

First TGA approval for Genepharma. First sales set for April 06

1 February 2006, Melbourne: Generic medicines company Genepharma Australasia (ASX:GAA) has had its brand of Simvastatin listed in the Australian Register of Therapeutic Goods as the final stage of the Therapeutic Goods Administration (TGA) approval and registration process for its cholesterol-reducing drug. Simvastatin is Australia's top-selling generic drug with nearly \$400 million in sales in the year to June 2005.

Confirmed pre-launch sales orders for Genepharma's Simvastatin branded products ensure sales revenue will begin in April. The finished product is currently being manufactured and packaged in Europe and will be freighted to Australia by early March for a 1 April product launch.

As reported in its Annual General Meeting in late November 2005, Simvastatin along with two other approved drugs are earmarked for sales launch on 1 April. The other two licensed drugs are an antibiotic and an antidiabetic that are market leaders in their respective therapeutic groups with total dispensed sales of over \$50 million in 2005.

Simvastatin is the second largest Pharmaceutical Benefits Scheme (PBS) drug accounting for over 5.8 million prescriptions in Australia in the 12 months to June 2005 at a dispensed value of \$390 million. Simvastatin is a prescription drug used for people with high cholesterol and risk of coronary heart disease.

"Genepharma has met its key regulatory and operational milestones for Simvastatin. For the past 12 months we have been preparing for the aggressive sales and marketing roll-out of our brand of Simvastatin as the first step to our go-live strategy this calendar year," said Mr Dennis Bastas, CEO and Managing Director of Genepharma Australasia.

"The whole team is looking forward to having our products out in the market and reporting sales volumes.

"Genepharma is Australia's only dedicated generic pharmaceuticals listed company. The fundamentals for generic pharmaceuticals remain strong and Genepharma's business strategy of building sustainable sales through strong relationships with pharmacy and low cost of goods will position Genepharma as a premium company in the sector," said Mr Bastas.

A number of other large market size drugs are expected to be approved by TGA in 2006 and slated for Genepharma's major round of product launches in the next PBS release in August 2006 with further products to also be launched in December 2006. Genepharma remains on track to achieve its target of 40-50 generic drug submissions to the TGA in its first three years of operation to the end of 2007.

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About Genepharm:

Genepharm Australasia (ASX:GAA) is a specialist generic pharmaceutical company developing, distributing and marketing a premium range of generic pharmaceuticals in Australia and New Zealand. With its partnership with Europe's Genepharm SA, Genepharm Australasia has access to over 100 generic pharmaceuticals. Generic pharmaceuticals are expected to increase almost threefold to an estimated \$2billion in dispensed value by 2009. Genepharm Australasia listed on the ASX in June 2004.