

PRESS RELEASE

For Immediate Release: Tuesday, April 15th, 2008

Title:

APR Applied Pharma Research s.a. ("APR") launches its new website to communicate its corporate identity.

Balerna (Switzerland). The new APR website, www.apr.ch comes after a series of major development steps of the company, from the launch of the new laboratory in Balerna, just one year ago, to the strategic partnership with Bioselenia and the recent opening of APR subsidiary in the USA.

The new website has been specifically developed in order to clearly communicate APR's corporate identity, organization, key objectives products and services.

The website is organized in eight thematic areas:

About APR: where the visitor can browse through all the information regarding the company,, its vision, mission and objectives and the organizational and geographical structure and management team.

Products: this is the area where the visitor can find all the information regarding APR products available for out-licensing and also which kind of project APR is looking to in-license as well as the capabilities APR may provide to the in-licensing partner

Investors: this area gives to the visitor the possibility to learn about the company structure, to download the corporate presentation and other strategic company information, to have an overview of the main events where APR is attending to and to read the news regarding the company. Also through this area is possible to request more detailed financial information about APR

Services: to browse through the unique APR service model and capabilities (partially under construction)

Technology Platforms: to understand about APR available Oral, Topical and Patch technologies

Patents: In this area is possible to browse through all the APR patent portfolio

Strategic Partners: information about the strategic alliances of APR

Contacts: to see how to visit APR both in Switzerland and USA.



APPLIED PHARMA RESEARCH S.A.

About APR Applied Pharma Research

APR Applied Pharma Research s.a. is a privately owned internationally oriented Drug Research & Development company headquartered in Switzerland. The privately held company focuses its efforts on the development of its own selected drug candidates (developed using APR proprietary technologies) as well as on the development under contract of third party pharmaceutical products and medical devices. Leveraging on its own technology platforms, R&D know-how, marketing and regulatory systems, APR is committed to create new sustainable value on its own as well as on third party products and projects.

The APR products and technologies are licensed to third parties for distribution and marketing. R&D activities are carried out directly or under contract. APR has signed licensing agreements with pharmaceutical companies in about 35 countries worldwide and its sales are almost totally achieved abroad.

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