



PRESS RELEASE

Date, November 18th, 2010

APR appoints Director of Corporate Development

Balerna, Switzerland – APR Applied Pharma Research s.a. (“APR”) announces the hiring of Alessandro Bossi who will lead the responsibility for the Corporate Development of the company. Mr. Bossi has over 20 year experience of increasing responsibility with proven results in international Business Development, Licensing, M&A, Sales & Marketing in the major markets.

“We are pleased of having Alex on board” said Paolo Galfetti, CEO of APR. “For the coming years, APR has set ambitious goals of growth that entail the licensing of innovative products, strategic partnerships, acquisition of projects, out-licensing of APR’s finished products and fund raising for boosting the company’s business. We believe that Alex, with his experience in the field, will bring the expertise necessary to reach our objectives. On behalf of the entire APR team, I wish Alex all the best for his new job.”

About APR Applied Pharma Research s.a.

APR is an independent, international and integrated Healthcare Company headquartered in Switzerland with a subsidiary in Charlotte (NC, USA) and focused on three major areas: Delivering, Funding and Supporting Innovation in Healthcare. In particular, APR develops and licenses innovative, value added and patented healthcare products and proprietary drug delivery systems primarily in the oral and topical fields; APR also invests in companies or early stage innovative projects and provides a balanced mix of equity funding and/or financing together with APR’s development, scientific, technical, marketing, licensing and management skills and know how; finally, APR supports biotech and pharmaceutical companies in the development of new pharmaceutical projects by providing on a contract basis added value, consultancy and R&D services under contract using a General Contractor’s approach.

APR has entered into licensing agreements with pharmaceutical companies in over 100 countries worldwide with international sales on a worldwide basis.

For more information about APR, please visit the new web site at: www.apr.ch

For more information please contact:

APR Applied Pharma Research s.a.,

Paolo Galfetti, CEO

Email: paolo.galfetti@apr.ch

T: +41 91 6957020

www.apr.ch