

## **Orient Europharma continues stable growth in 2009**

Taipei, Taiwan, March 9, 2010 – Orient Europharma Co. Ltd. (OE, Taiwan OTC: 4120) today shared its company direction and development strategy at its annual media gathering. OE's divisions are growing steadily, and have achieved a good performance by diligently cultivating its brands and products to fulfill consumers' needs and continuing to innovate. Net February sales grew 29.7 percent year-on-year to NT\$240 million. Accumulated sales increased by 11 percent to NT\$539 million.

The oncology division's lung cancer and metastatic breast cancer oral treatment has been well-received among patients and doctors in Taiwan, with February sales growing by more than 20 percent compared with the same period last year. This year, oncology drugs undergoing clinical trials or registration include Nanoplatin®, developed with micellar nanoparticle capsule technology for the treatment of pancreatic cancer; Multikine®, a first line indication for the treatment of head and neck cancer; and Loramyc®, an antifungal therapy for the treatment of oropharyngeal candidiasis -- an opportunistic infection commonly found in immunocompromised patients. These drugs will help expand the oncology division's product line. Going forward, OE will actively take part in the early stages of international clinical trials, as well as continue to develop oncology and cancer care drugs in an effort to increase treatment effectiveness and patients' quality of life.

OE's pharma division will continue to develop anti-aging, cardiovascular, metabolism and chronic disease treatments in view of their high demand in medical centers as well as public hospitals and practices. Due to shortened working days over the Chinese New Year holiday period, sales of the pharma division decreased 8 percent. This year the division plans to introduce the first Taiwan-made anti-rejection drug, new high-tech drug formulations, a breakthrough asthma inhaler, and a new oral treatment for diabetes patients. These new products will be introduced via existing channels and targeted to medical centers while at the same time aiming to make inroads in the market of self-paid drugs.

OE's dermo-cosmetic division has achieved two-digit yearly growth figures ever since it was established. Because the Chinese New Year period is peak time for beauty enhancement procedures, many clinics shortened their holiday to meet the demand. February sales of the dermo-cosmetic division increased by nearly 10 percent year-on-year. Currently the division has five brands from renowned European and Japanese dermo-cosmetic and hair care products. This year, the division plans to diversify its channels and introduce organic skin care products. And in view of the continued popularity of hyaluronic acid treatments, the division will also introduce new injectable hyaluronic acid technology and implements in order to provide the most comprehensive service to users and doctors alike.

The consumer health care division's main products include functional health supplements, specialized milk formulas, as well as thermal springwater-based oral hygiene products imported from France. February sales grew more than 30 percent. The division's KariMed® dietary compound supplements enjoy a good acceptance in the market, especially its anti-aging and whitening products. Buccotherm products for oral hygiene made with all-natural thermal springwater are also unique in the market. This year the division plans to continue its marketing efforts to raise brand recognition, expand sales channels, organize discussion forums with experts, and further specialize its products.

OE's cow and goat milk products continue to be trusted among the nutricare division's loyal consumers. The goat milk products have been the leader in the market for years, while the cow milk formulas and products also consistently place among the top three. The nutricare division organized a sales promotion event in February which helped boost sales by nearly 60 percent year-on-year. In 2010, the nutricare division will continue to introduce more brands in China and the rest of Asia, while also expanding in the foreign market. It is will also focus its efforts on product development, including infant nutritional products and specialized milk powders.

OE's subsidiary Orient Pharma will soon inaugurate a new plant designed to conform to international standards. It is currently undergoing the final stages of construction and it is expected to be completed in April, with production slated for start in the middle of the month. The plant is scheduled to be inspected for PICS certification in September and also plans to apply for the U.S. FDA certification at the end of the year.

In 2010, as the global pharmaceutical industry recovers with the economy, OE will continue to expand to the rest of Asia while keeping its foothold in Taiwan. The company will also endeavor to increase its presence in Europe, the United States, Japan, and the rest of the world.

# # #

#### **About Orient Europharma Co. Ltd.**

Founded in 1982, Orient Europharma (OE, Taiwan OTC: 4120) comprises five divisions: Pharma, Nutricare, Dermo-Cosmetics, Oncology and Consumer Healthcare. The company's leading products include hyaluronic acid injections and Karihome goat milk for infants and toddlers. Starting in 1993, OE established subsidiaries in Singapore, Hong Kong, Malaysia, and the Philippines. In 2006, OE expanded into mainland China. In 2003, the company listed on Taiwan's OTC market. Orient Pharma (OP) is building a new pharmaceutical manufacturing facility in the Central Taiwan Science Park in Yunlin, which is designed to comply with the international standards of the USFDA, PIC/S and Asia so that its products can enter the American, European and Asian markets. The current proprietary technologies of OP include a two-stage hot melt filling technology platform and development of new drugs for several therapeutic areas. More information on OE can be found in the company's Web site: <http://www.oep.com.tw/>