

# Press Release



## ProStrakan wins top advertising award

**Galashiels, Scotland – 9th February 2006** – ProStrakan Group plc, the European specialty pharmaceutical company, has won a UK national award for its campaign detailing its anal fissure treatment, Rectogesic®, to general practitioners. The company came top in the Best GP Journal Advertisement 2005 category at the recent Pharmaceutical Marketing Society's annual advertising awards ceremony in London. This is a significant accolade for ProStrakan's sales and marketing of a product for which the Company in-licensed the EU rights only in 2004 and first launched on the UK market in May 2005.

In the same category, ProStrakan's advertising campaign for Adcal D3, its market leading calcium/vitamin D3 oral supplement used as an adjunct in osteoporosis therapy, came 5<sup>th</sup> overall.

This latest award follows on the heels of the results of the Deloitte Fast 500 Technology Awards scheme which recognised ProStrakan as the fastest growing healthcare company in Europe (see below).

Commenting, ProStrakan CEO, Dr Wilson Totten, said: "Winning the PM Society award with Rectogesic is a special honour because it was voted for by physicians within one of our main UK target audiences. It is further evidence of the commercial skills we have in-house – skills which have led to us being recognised as the fastest growing healthcare company in Europe.

"We have been delighted by sales of Rectogesic since its UK launch last year, testament not only to the efficacy of the product itself, but also the hard work of our UK sales force, backed up by a powerfully graphic advertising campaign. "

**ENDS**

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## **Notes to Editors**

### **ProStrakan**

ProStrakan Group plc is a rapidly growing international specialty pharmaceutical company engaged in the research, development and commercialisation of prescription medicines for the treatment of unmet therapeutic needs in major markets. The Company's therapeutic focus is on oncology supportive care, bone diseases, women's health and issues relating to the ageing male. Headquartered in Scotland, the Company's R&D facilities are situated in Romainville, near Paris, and in Galashiels in Scotland. EU-wide sales and marketing of ProStrakan's portfolio of products are principally handled by commercial subsidiaries based in the UK, France, Germany and Spain.

ProStrakan floated on the London Stock Exchange in June 2005. In September 2005, the Group announced interim results showing revenues up 78% to £16.5 million.

### **Deloitte Award Scheme**

When measured by revenue growth over the past 5 years, ProStrakan is the fastest growing healthcare company in Europe, according to the results of the annual Deloitte Technology Fast 500 Award scheme announced in December 2005 (see [www.deloitte.com](http://www.deloitte.com)). Additionally, in the same period ProStrakan was judged to be the fastest growing non-IT company in Europe. Between 2000 and 2004, ProStrakan sales grew by 4160 per cent.

[www.prostrakan.com](http://www.prostrakan.com)