
MEDIA RELEASE

Bionime Corporation and Ypsomed AG announce new US retail initiative

Burgdorf / San Diego, CA, 16th February 2010, 7:30am – Bionime Corporation and Ypsomed AG announced today that they will be partnering in a new initiative aimed at the US Retail Blood Glucose Monitoring (BGM) market through Bionime's US subsidiary, Bionime USA. The new sales initiative will bring together Bionime's award winning Rightest® BGM products and Ypsomed's extensive experience providing top US retailers with Clickfine® pen needle products and new, innovative BGM products that meet the needs and demands of patients with diabetes today. With the FDA focusing their attention on tightening the accuracy standards for BGM product approvals, a critical aspect of this initiative will be informing retailers of the proposed new standards and letting retailers know that our products meet the highest levels of accuracy.

"Co branded/OEM products are the fastest growing segment of the retail BGM business. With retailers looking to expand sales, increase profits and strengthen customer relationships they are shifting their resources and placing more emphasis on expanding and building their own brands. Additionally, with FDA attention focused on this product category, retailers are looking for high quality, accurate and reliable products as alternatives to what has been available to them in the past. The products we have developed for this market segment will meet all these goals for the retailers" said Jeff Konecke, Vice President Bionime USA Corporation. "We are excited to partner with Ypsomed on this initiative. The experience they have selling co-branded and OEM Clickfine® pen needle products to many of the same retailers will be an invaluable asset to Bionime as we move forward in this market" said Jeff Konecke.

"With shelf space at a premium, retailers are looking for high quality, unique and innovative products from suppliers that are experienced with in the retail market and have the ability to rapidly increase off shelf movement of products. We believe that our experience in the US retail market, through sales of our co-branded and OEM Clickfine® pen needles, will give retailers the confidence, trust and experience they seek, when committing shelf space to a new Blood Glucose Monitoring (BGM) product or changing suppliers" said Simon Michel, Senior Vice President Marketing & Sales for Ypsomed. "We are excited to partner with Bionime USA on this initiative as we work to bring the Rightest® products directly to US consumers. We gained a great deal of experience in the recent launch of our mylife™ Pura™ BGM product to consumers in Europe that will benefit Bionime USA as they expand from the professional and mail order consumer market and move into the retail market in the US," said Simon Michel.

About Bionime

Established in April 2003, BIONIME is specialized in the business of biotechnology and medical testing. The Rightest® range of Blood Glucose Monitors (BGM) is our first product to be fully commercialized. BIONIME integrates top-tier expertise in medical science, chemistry, electronics and precision engineering to commercialize our patented noble metal biosensor technology used in our meters and test strips. Today, BIONIME employs more than 500 people and operates 3 subsidiaries in Europe, the America's and Asia. Our products have been shown to meet or exceed the highest standards of accuracy and precision in numerous studies published in leading international clinical journals. BIONIME products are distributed worldwide and are available in all the major markets. Through our continued commitment to quality and with the continued support of customers worldwide, BIONIME will continue to take the lead in providing the highest quality, most accurate and reliable products available in the BGM market.

About Bionime USA

Bionime USA Corporation, a wholly owned subsidiary of Bionime Corporation (Taiwan Stock Exchange – Emerging Markets 4737), is the North America and Latin America sales and marketing arm of Bionime Corporation. Bionime USA was established in 2007 to provide distributors, retailers and consumers a direct, locally based company to handle sales, marketing, distribution, customer service and technical support. Bionime's complete line of branded, co-branded and OEM BGM products are available through Bionime USA. For more information regarding Bionime USA Corporation visit the company's Web Site at www.bionimeusa.com.

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