

Ypsomed Holding AG
Brunnmattstrasse 6
PO Box
CH-3401 Burgdorf / Switzerland
Tel. +41 34 424 41 11
Fax +41 34 424 41 55
www.ypsomed.com

PRESS RELEASE

New blood glucose monitoring system from Ypsomed

Pura™: simple, elegant and precise

Liederbach/Burgdorf, 20th May 2009 – With its new blood glucose monitoring system Pura™, Ypsomed sets a new standard in blood glucose monitoring. The highly precise blood glucose monitoring device is simple and convenient to use: test strips are ‘clicked’ in, measurement starts reliably. Due to the large and stable test strips, diabetics do not come into contact with blood when removing the test strip. Their fingers and hands remain clean. A further plus point is the attractive design. At this year’s annual convention of the German Diabetes Association (Deutsche Diabetes Gesellschaft, DDG), Pura™ was presented to specialists for the first time.

For blood glucose monitoring, the handy test strip is simply inserted transversely in the upper part of the instrument. The measurement result is displayed after just five seconds. Due to integrated gold electrodes, it is extremely precise. As the test strip has a large grip area, it can be removed conveniently and without blood contact. Moreover, it is very absorbent and can take up a blood sample of 1 µl in a fast and controlled manner – even from alternative sampling sites. The measuring procedure is simple, too: Due to autocoding, no coding steps are required, and measurement starts automatically. A three-button control system is available for the user’s navigation.

Pura™ is characterized by convenience and ease of handling: In spite of the small format, the measurement results can be read precisely, even when the lighting condition is poor thanks to a bright background light. The USB interface allows the current blood glucose readings to be transferred easily to the computer. In this way, the diabetes diary always remains up to date. The glucose monitoring device itself can keep up to 500 measurement values.

Young, young-at-heart and style-conscious diabetics in particular would like their illness to be as unobtrusive as possible in public. This may now change with Pura™ because the blood glucose monitoring device has a convincing puristic modern design. Therefore, it is the perfect choice especially for diabetics with a sense of trend and those with a very active life.

For further information, please contact Daniel Kusio, Head of Investor & Public Relations at Ypsomed Holding AG, at +41 34 424 41 43 or +41 34 424 41 11. This press release, as well as other documents, is available in electronic form at www.ypsomed.com.

Blood Glucose Monitoring System PURA™

