
MEDIA RELEASE

Ypsomed is awarded the “red dot design award” and “Good Design Award” for its innovative products

Burgdorf, April 20, 2010, 7:30 am – A prestigious jury has awarded the internationally acclaimed red dot design award 2010 to Ypsomed for its newly developed innovative ServoPen® insulin pen. At the same time, the Clickfine® AutoProtect™ safety pen needle, designed by Ypsomed, received the Good Design Award 2009 from the Chicago Athenaeum Museum of Architecture and Design.

red dot design award for the ServoPen® insulin pen

Ypsomed's most recently developed reusable ServoPen® insulin pen has been awarded the internationally acclaimed red dot design award, which is highly acknowledged by experts in the field as a seal of quality for the best in design. In 2010, over 1,600 companies from 57 countries participated, with a total of more than 4,250 entries. The red dot award will be officially presented to Ypsomed on July 5, 2010. CEO Richard Fritschi is very proud of this achievement: “The red dot award for the new insulin pen is an important award for Ypsomed, as the jury rates product entries according to specific selection criteria, such as degree of innovation, functionality, formal quality, ergonomics, symbolic and emotional content, and how self-explanatory a product is. The ServoPen® by Ypsomed is innovative and impresses with its user-oriented design and improved functionality, thereby meeting the high demands of our pharmaceutical customers.” Ypsomed annually invests over 30 million Swiss francs in the research and development of new products and technologies, and safeguards its innovations with an extensive patent portfolio. The ServoPen® is a high-quality, reusable insulin pen with a spring-assisted injection mechanism and a robust yet lightweight multi-colored aluminum casing. Technical advantages, including the spring-assisted delivery (less force and shorter injection stroke distance), effortless cartridge exchange via the bayonet connection, a retractable piston rod for ease of use, an easy-to-grip dose function with resultant easy dose dialing, optional dose-correction and dose-interruption functions, as well as durability and interchangeable insulin color rings simplify daily use and give the user the safety required. With the ServoPen®, Ypsomed sets a new standard in insulin medication, in terms of patient comfort and user-friendliness. The new ServoPen® is expected to be ready for market launch by the end of 2010.

Good Design Award for the Clickfine® AutoProtect™ safety pen needle

The new Clickfine® AutoProtect™ safety pen needle by Ypsomed has also been honored, namely with the Good Design Award 2009 from the Chicago Athenaeum Museum of Architecture and Design. Health authorities in various countries have significantly heightened their sensitivity to accidental needle-stick injuries among health-care professionals. Health authorities are faced with the challenge of rising consequential costs resulting from needle-related injuries. Simon Michel, Senior Vice President of Marketing & Sales is delighted: “With the newly developed Clickfine®

AutoProtect™ safety pen needle, Ypsomed is making a significant contribution to the protection of doctors and nursing staff. The new safety pen needle also features the Ypsomed patented 'click-on' mechanism and, thanks to an innovative locking mechanism, prevents accidental needle-stick injuries and the ensuing risk of infections and transmission of life-threatening diseases, such as hepatitis or HIV." The safety pen needle will be an ideal complement to the existing pen needle product range by mylife™ Diabetescare.

Further information is available from Daniel Kusio, Head of Investor & Public Relations at Ypsomed Holding AG. Tel. +41 34 4244143 or Tel. +41 34 4244111. This press release and additional information is available in electronic form at www.ypsomed.com. (www.ypsomed.com/en/company/123.html)



As awarded 2009 by The Chicago Athenaeum:
Museum of Architecture and Design.

