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PRESS RELEASE

Ypsomed launches new umbrella brand “mylife™ Diabetescare”

Burgdorf / Vienna, September 29, 2009, 7:30 a.m. – At this year’s annual meeting of the European Association for the Study of Diabetes (EASD) in Vienna, Ypsomed is introducing to professionals the mylife™ range of products and services for people with diabetes. With “mylife™ Diabetescare”, Ypsomed is launching an umbrella brand that covers all diabetes products manufactured or marketed by Ypsomed.

More freedom, more fun. With mylife™

The company behind mylife™ is Ypsomed, a Swiss-based global leader in the field of medical technology and self-medication, a company very well acquainted with the physical and emotional challenges that people with diabetes face in their everyday life. With its extremely discreet injection technologies and easy-to-operate pen needles and Pura blood glucose systems, mylife™ smoothes the way for simple and reliable self-medication. mylife™ helps customers achieve normality in their everyday life, giving them more freedom, fun, self-assurance and confidence in the life they want to lead. The fresh mylife™ green illustrates the values of mylife™ perfectly.

Ypsomed is the leading independent diabetes marketing specialist in Europe

Mr. Simon Michel, Head of Marketing & Sales at Ypsomed, explains, “With the new mylife™ umbrella brand we are aiming for synergies by placing Ypsomed’s own products as well as those from third parties uniformly under a new global brand. With mylife™, Ypsomed underlines its leading role as an independent distribution organization for diabetes products in Europe and at the same time raises its market presence. With the mylife™ umbrella brand, which is manufacturer-independent, Ypsomed is also an attractive partner for distributors.”

Further expanding the range of products and services in the growth market of diabetes, with mylife™

In the field of diabetes, Ypsomed finds itself in an interesting growth market, and in the future, under mylife™, it will bring new, innovative products and services to the market. One example is the Clickfine® AutoProtect™ pen safety needle for doctors’ practices, nursing homes and hospitals, which will be launched in mid-2010.

Further information is available from Daniel Kusio, Head of Investor & Public Relations at Ypsomed Holding AG. Tel. +41 34 424 41 43 or Tel. +41 34 424 41 11. Additional information from Ypsomed can be found at www.ypsomed.com.