

Ypsomed Holding AG  
Brunnmattstrasse 6  
P.O. Box  
3401 Burgdorf / Switzerland

Tel. +41 34 424 41 11  
Fax +41 34 424 41 55  
[www.ypsomed.com](http://www.ypsomed.com)

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## PRESS RELEASE

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### **Ypsomed launches the ypsopen<sup>®</sup>, its own insulin pen system in Germany**

Burgdorf, 10 December 2007, 7:30am – Ypsomed has developed a new, high-grade metal insulin pen based on the proven OptiPen platform technology. Ypsomed is now launching this reusable pen system on the German market under its own ypsopen<sup>®</sup> brand name. The new ypsopen<sup>®</sup> pen system provides people with diabetes additional functionality to simplify handling. For example, the dose can be adjusted and a shorter thread enables the cartridge to be changed more quickly. Two different colour codes (red and blue) on the dosing knob and pen printing make it easy to identify the correct product when different types of insulin are used.

The ypsopen<sup>®</sup> is on sale immediately in German pharmacies and via the mail-order suppliers DiaExpert GmbH and Florian Müller GmbH. In the medium-term, Ypsomed also plans to launch the ypsopen<sup>®</sup>, which enables insulin to be administered from standard cartridges, in other countries and is currently negotiating with a number of partners for this purpose. Richard Fritschi, Ypsomed CEO, is delighted: “With the ypsopen<sup>®</sup>, Ypsomed is launching its first own insulin pen system. The diabetes market will report further strong growth in coming years and therefore holds out great potential. In future, Ypsomed will continue to fully develop and manufacture its own strategic technology platforms and market them itself or with partners”.

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. This press release and further documents are available in electronic form at [www.ypsomed.com](http://www.ypsomed.com).



Illustration: ypsopen<sup>®</sup> for insulin administration