



## MEDIA RELEASE

**10 years in the service of animal health and food safety:**

### **Prionics celebrates 10th anniversary and renews management structure**

**Zurich, June 6, 2007 – In its 10th anniversary year, the Swiss biotech company Prionics is aligning its management structure. With immediate effect, Dr. Markus Moser is taking over as sole CEO the operational management of the company, while Dr. Bruno Oesch concentrates on his role as Chairman of the Executive Board. Prionics, which was founded as a spin-off from the University of Zurich, is one of the world's leading providers of farm animal diagnostics.**

Prionics looks back on ten years of success. The Swiss biotechnology company has grown from being a centre of expertise in prion research and a single-product producer in the field of BSE to become a world leading provider of diagnostic solutions for farm animals. As the worldwide leader in the BSE business, Prionics has succeeded in extending its focus to farm animal diseases in general, which can cause massive commercial losses for food producers and are potentially transferable to humans. Prionics quickly recognised the potential for diagnostic tests for the early detection of diseases in the food chain and offers solutions which contribute to increased food safety.

#### **Company founders take on separate roles**

After ten years in which the two founders of Prionics, a spin-off from the University of Zurich, have run the company as Co-CEOs, from now on Dr. Markus Moser is to be responsible for the operational management of Prionics as the sole CEO. At the same time, Dr. Bruno Oesch is stepping back from management to concentrate on his position as Chairman of the Executive Board and on the strategic development of the company.

“Success and growth irrevocably change the demands on both management and Executive Board. It is therefore a logical and important step to separate the operational and strategic management in order to ensure a focused further development for Prionics”, says Dr. Bruno Oesch, Chairman of the Executive Board of Prionics.

“Following our successful diversification in the farm animal sector, reshaping responsibilities at the top of the company enables us to tackle new challenges in a more focused way and to align the organisation in the best way possible. I am looking forward to leading Prionics into its second decade and at the same I am glad to rely on the expertise and support of Bruno Oesch and our associates”, adds Dr. Markus Moser, CEO of Prionics.

#### **One-stop provider**

With its own research and development laboratories in Zurich and Lelystad (Netherlands), its strategic partners with expertise in the fields of science, research and production, and a worldwide distribution network, Prionics is able to offer its customers a complete range of applied and tested, highly efficient solutions. It has its own branches in strategic markets such as Argentina, Germany, Italy, the Netherlands and the USA to ensure that market-specific requirements are taken into account when further developing products or creating new ones, and customers can be supported locally, for example through national monitoring programmes.

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**About Prionics**

Prionics AG, based in Zurich, is one of the world's leading providers of farm animal diagnostics and a recognized centre of expertise in BSE and prion diseases. Founded in 1997 as a spin-off from Zurich University, Prionics researches and markets innovative diagnostic solutions for major farm animal diseases, thereby making a major contribution to the protection of consumer health. In 2005, Prionics acquired Pfizer Animal Health's diagnostic portfolio and, in 2006, signed a strategic partnership with the Animal Science Group of the University of Wageningen (Netherlands). Winner of the Swiss Economic Award for "Company of the year" (2002) and the European Biotech Award for "Excellence in Biotech Business" (2004), in 2006 Prionics was nominated as the world's best animal health company.

**For more information please visit [www.prionics.com/media](http://www.prionics.com/media) or contact:**

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