



MEDIA RELEASE

Former Cedi-Diagnostics new affiliate for the Benelux and Nordic markets:

Prionics enhances its European presence

Zurich, October 8, 2007 – Prionics, a world leader in farm animal diagnostics, enhances its own presence in Europe targeting the Benelux and Nordic markets with the launch of Prionics Lelystad (Netherlands). The latest affiliate emerges from the former Cedi-Diagnostics B.V. acquired in 2006, a spin-off from today's world-famous Animal Sciences Group of Wageningen UR. Prionics Lelystad builds on the expertise and leading diagnostic tests for farm animal diseases such as Foot and Mouth Disease (FMD), a test currently being applied to control the FMD outbreak in the United Kingdom. To meet increased product demands, Prionics Lelystad will expand its production capacities in the coming weeks.

With the operational launch of Prionics Lelystad in the Netherlands, the Swiss based biotech company further strengthens its presence in the Benelux and Nordic markets and establishes its 5th branch office. Acquired in 2006, the former Cedi-Diagnostics B.V. complements Prionics other operations in the North and South American markets, Italy and Germany. "The launch of Prionics Lelystad is an important milestone as it allows us to consolidate our expertise and directly serve our customers in the Benelux and Nordic markets. Moreover, we are able to harmonize our offering under the Prionics brand and to enlarge our production capacity at the Lelystad site", says Dr Markus Moser, CEO of Prionics.

Prionics Test used in current UK FMD Outbreak

With its portfolio of diagnostic tests Prionics plays an active role in containing outbreaks of animal diseases and ultimately protecting consumer health. At its facilities in Lelystad, Prionics produces a number of diagnostic tests and keeps significant stocks of biologicals in order to respond quickly to disease outbreaks. The most recent example is a test for the early detection of Foot and Mouth Disease (FMD) which is currently being supplied to the United Kingdom to contain the further spread of this highly contagious disease. Countries including Ireland, the Netherlands, Germany, Belgium, France and Spain have also ordered the Prionics FMD test as a precautionary measure.

In order to further increase its production capacity and stock supply, Prionics Lelystad will relocate its operations within the city of Lelystad later this year. During this time all product brands will be harmonized so that all tests will be consolidated under the Prionics brand name.

Own R&D at Lelystad

Beyond customer and product related activities, Lelystad remains an important location for Prionics with own R&D facilities and due to its proximity a close working relationship with the Animals Science Group of the Wageningen UR (Netherlands), a recognized leader in animal disease control. With the latter, Prionics formed a strategic partnership in 2006 to further complement its extensive scientific network with leading research institutes around the world.

Place, Date Zurich, October 8, 2007

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About Prionics Lelystad

Prionics Lelystad B.V. (Netherlands) builds on the expertise of the former Cedi-Diagnostics B.V. which was acquired in 2006 and originally founded as a spin-off of ID-Lelystad, today's Animal Sciences Group of Wageningen UR in 2001. Prionics Lelystad can capitalize on the longstanding experience of this internationally recognized institute and maintains partnerships with a number of well-known veterinary institutes.

About Prionics

Prionics AG, based in Zurich, is one of the world's leading providers of farm animal diagnostics and is a recognized center 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, entered into 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.

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