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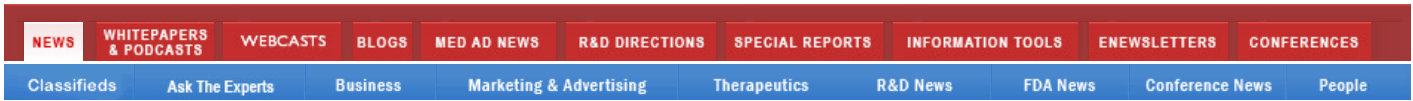
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## TODAY ON PHARMALIVE.COM

### Ecron Acunova Strengthens Clinical Research Presence in Nordic Countries by Acquiring Majority Stake in aCRONordic

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FRANKFURT, Germany--(BUSINESS WIRE)--Mar 28, 2011 - Ecron Acunova (EA), a full-service expert CRO with well-directed multi-continental spread, announced acquisition of majority stake of aCRONordic, a CRO specialised in clinical research in Nordic countries.

aCRONordic is a full service CRO covering Denmark, Sweden, Finland and Norway, with its Headquarters located in Denmark's leading bio-science park, SCION DTU in Hoersholm near Copenhagen. Mr. Søren Strøh, Founder and previous owner, continues his role as CEO for Nordic region.

Mr. D A Prasanna, Founder and Chairman of Ecron Acunova, said: "A recent change in the strategy of sponsors in the healthcare industry asks for more global presence of preferred provider CROs. The merger of EA and aCRONordic, both having decades of track record, an excellent reputation and deep local knowledge in their geographies, yields substantial synergy to both of us for serving our clients' needs."

Speaking about the acquisition, Dr. Klaus Wiedey, Founder, Managing Director and CEO, EA, Europe, added: "We are proud to welcome aCRONordic on board in our 25th anniversary year. With aCRONordic, having its roots nearly 40 years ago as first Scandinavian CRO, we can provide our clients highest comprehensive local expertise. EA and aCRONordic have already shared a similar company philosophy. We are both committed to highest quality standards for reasonable costs, continuity and provision of flexible, personalised services to our clients."

Mr. Søren Strøh, Founder and CEO of aCRONordic, stated: "The merger has created great enthusiasm in aCRONordic. We see this as an opportunity to fulfill our dream of being the first Nordic development CRO in an international organization. Being part of a larger organization both improves our employees' possibilities to develop their skills, but also improves the chances of satisfying their ambitions of personal development within the company. The trust in this merger is the crowning consequence of our cooperation during the past 7 years. We have successfully delivered service on joint international projects with harmonized SOPs. As Nordic region's leading CRO, we are happy to offer clients our well-known and personalised services on a larger geographic and therapeutic platform now."

1. About Ecron Acunova – [www.ecronacunova.com](http://www.ecronacunova.com). EA is an expert CRO, offering full-service for phase I - IV clinical research, including clinical operations, data management, biostatistics, pharmacovigilance, PK/PD services and central lab to pharma, biotech, medical device, nutrition & diagnostic companies. EA covers 19 Western & Eastern European countries and 7 South Asian & South East Asian countries. As regional experts, EA operates each region as a priority market with European HQ at Frankfurt (Germany), Asian HQ at Bangalore (India), and US HQ at Princeton. With a team of 385 professionals including 73 MDs and PhDs EA is reputed to accelerate pharma time-to-market cost effectively.
2. About aCRONordic - [www.acronordic.com](http://www.acronordic.com). aCRONordic is a Nordic full-service CRO, providing drug and medical device development services to well-established pharmaceutical and medical device companies and to investors and biotech companies. aCRONordic's clinical expertise is especially strong within neurology, oncology and cardiology. In addition to clinical research services, aCRONordic renders services in cross-functional drug development with focus on early development and regulatory strategy. Furthermore, aCRONordic provides strong technical expertise such as CDISC and hosting services.

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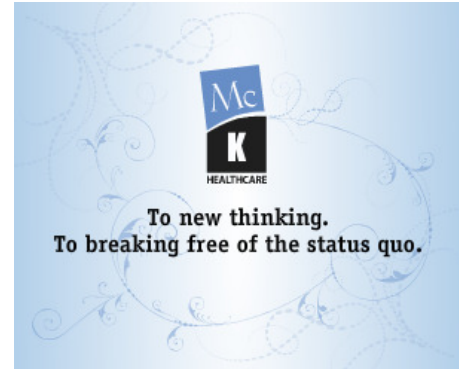
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