



## PRESS RELEASE

### **ORABLOC® IN NORTH AMERICA: DISTRIBUTION AGREEMENT SIGNED WITH SAFCO DENTAL SUPPLY, LEADER IN THE ONLINE SALE TO DENTAL CARE PROFESSIONALS**

Capua, 27 February 2015 – **Pierrel Pharma S.r.l.** (the “Company”) – a wholly owned subsidiary of Pierrel S.p.A. dedicated to the development, registration and licensing of new drugs and medical devices – and **Safco Dental Supply Co.** announce that on 26 February they signed a five-year agreement for the distribution of the dental anaesthetic **Orabloc®** (Articaina Pierrel) in the US.

**Safco Dental Supply Co.** completes the distribution platform of Pierrel Pharma in the US, a market that finds Pierrel already in the first line, by virtue of prior commercial agreements with the distributors Patterson Dental, Henry Schein, Benco Dental, Dc Dental and Dental Health Products, which have enabled Pierrel and its leading edge product Orabloc® to reach in 2014 the + **62 per cent of sales growth.**

Author of the agreement, as already on previous occasions, Mr. Fabio Velotti, the sole Director of Pierrel Pharma, commented on the agreement with **Safco Dental Supply** thus: *“This agreement is strategic. The choice of Safco Dental Supply Co, that has been active for 70 years in the distribution of products for the professionals in the dental sector with 200 major brands, plus+ 1 of their own, was not by chance: **Safco is among the five to six largest players in its sector, but above all is the leader in online sales to dental care professionals who turn to Safco for the quality of their products and for the price proposed.**”*

**The new distribution agreement will be presented during the 150th Chicago Dental Society Midwinter Meeting (Chicago, 26 - 28 February 2015)** – one of the most eagerly awaited meetings for dentists in the American continent where there are over 120 professional training sessions and has 600 companies participating with their most innovative products.

As concerns the future, two leading edge products by Pierrel Pharma – the **kit for the diagnosis of dental caries, based on the level of soluble protein “sCD14” in the saliva and the pharmacological medical device for the treatment of swollen gingival mucosa in patients affected by periodontitis** – are advancing in their development path, as dictated by their related development plan.

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**Pierrel S.p.A.** is a global supplier to the pharmaceutical, biopharmaceutical and life science industries, specialising in the discovery of medicinal product candidates and the repositioning of existing drugs for new therapeutic indications and clinical research (TCRDO Division), pharmaceutical production (Contract Manufacturing Division) and the development, registration and licensing of new drugs and medical devices (Pharma division).

The Pierrel Group is listed on the MTA exchange which is organised and managed by Borsa Italiana and boasts over 60 years experience in the pharmaceutical sector, being one of Europe’s leading producers of local and dental anaesthetics. The TCRDO division, working across Europe and the US, is recognised internationally for its research and development into tech based clinical research innovations with its Drug Repositioning and Repurposing System (“DRR2.0”) and Integrated Clinical Development Services (“ICDS”) for the pharmaceutical, biotechnology and biomedical industries. The parent company of the TCRDO division (**THERAMetrics holding AG**, listed in the Swiss stock exchange) holds the innovative interactive **DRR2.0** platform, which runs on a database of 23 million scientific publications (being virtually all of those available in the field of biomedical literature), of over 4,900 drugs and of 9,400 illnesses. With this data, never before collected in one place and stored in the cloud, the Search and Match algorithm can



show a researcher not only the candidate drug but also a detailed road map with indications of possible second medical use. The database can be accessed by molecule or by illness. Pierrel also has a production unit in Capua, close to Naples, Italy, that has been authorised by the European Medicines Agency (EMA) and the Food and Drug Administration (FDA) for the aseptic production of injectable medicines. The subsidiary Pierrel S.r.L. has registered and distributes the Orabloc® dental anaesthetic in Canada, US, Russia and Europe.

The registered office of Pierrel S.p.A. is in Capua (CE), Italy.

**For further information:**

**Pierrel S.p.A.**

*Investor Relations*

Raffaele Petrone

*e-mail:* [investor.relations@pierrelgroup.com](mailto:investor.relations@pierrelgroup.com)

tel. +39 02 36695100

fax +39 02 36695129

**Global Consult S.r.l.**

*Media Relations*

Rossana Del Forno

*e-mail:* [areacomunicazione@globalconsultsrl.com](mailto:areacomunicazione@globalconsultsrl.com)

tel. +39 333 6178665