

## **Genus Pharmaceuticals the new name for Britannia in the UK**

**New company name, same excellent service you've come to expect from APO-go.**

Over the following twelve months the Britannia company name will be changing to Genus Pharmaceuticals. The Britannia company brand will be phased out from all APO-go products and materials and replaced with Genus branding.

Genus Pharmaceuticals Ltd. (the UK division of STADA Arzneimittel AG) acquired Forum Bioscience in August 2007, and with it, Britannia, which became consolidated into Genus on 1<sup>st</sup> October 2007, but continued to operate under the Britannia company brand name until December 2009

The name change completes the integration of Britannia into Genus, and the combined strengths leave us with a company which can provide a more robust financial platform for future APO-go products, services and accelerated developments so that healthcare professionals and their patients with Pd can be better supported.

Sarah Woozley, APO-go's Marketing Manager comments, *"Although the Britannia name has changed, the dedicated and friendly team who work on APO-go, with their vast experience, remain unchanged. The integration into Genus has enabled us to invest in future research, development and new technologies with the aim of making life simpler for our APO-go customers.*

Britannia's product portfolio fits well into Genus business strategy as they are passionate about pursuing similar objectives. Genus and Britannia share a keen sense of common values:

- Primarily our focus must be on improving the lives of patients
- We are committed to providing quality healthcare products and services, focusing on specialised therapy areas where we can make a noticeable difference
- Our company culture of adaptability makes it possible to offer a flexible, responsive and friendly service to our customers

Peter Ballard, Managing Director of Genus comments, *"Our Mission statement has for some years said "We are enthusiastic and passionate about making a positive difference to healthcare professionals, patients and our staff" and our involvement with Parkinson's Disease now gives us a real opportunity to make positive differences for people. With investment support from our parent company STADA, we will continue to develop and refine the APO-go portfolio, and do whatever we can to improve patients' quality of life, whilst continuing to provide support to the NHS."*

For more information, please contact:

**Genus Pharmaceuticals Ltd.**

Corporate Communications

Park View House, 65 London Road, Newbury, West Berkshire RG14 1JN. England

Phone: +44 (0) 1635 568400

Fax: +44 (0)1635 568401

E-mail: [info@genuspharma.com](mailto:info@genuspharma.com)