



PRESS RELEASE

TEN-YEARS AGREEMENT SIGNED WITH SAFCO DENTAL SUPPLY CO. FOR THE PRODUCTION AND MARKETING IN THE USA OF A PRIVATE LABEL ANESTHETIC WITH ARTICAIN PIERREL

Capua, 17 June 2016 - **Pierrel Pharma S.r.l.** ("**Pierrel Pharma**" or the "**Company**") - a wholly owned subsidiary of Pierrel S.p.A. dedicated to the development, registration and licensing of new drugs and medical devices - announces that on 15 June 2016 a ten-years agreement has been signed with **Safco Dental Supply Co** for the exclusive production and marketing of a private label version of the Pierrel Articaine anesthetic, which will then be distributed alongside the *Orabloc®* product.

This is the first agreement signed by Pierrel for the production and distribution of a private label product in the US market, after about a year of collaboration between the Company and Safco, which since March 2015 entered the distribution pool of *Orabloc®*, contributing to the success of the Pierrel anesthetic in North America.

The private label market for anesthetic products has long been active in the US, where the leading brands are actually those with a private label.

"Producing for one of the largest companies in the US dental industry confirms that Pierrel and its plant in Capua have high pharmaceutical skills, together with of creativity, flexibility and customer-oriented services. The entrance into the private label market of anesthetic products in the USA, active since many years, will allow Pierrel to broaden their growth prospects in the continent", commented **Mr Fabio Velotti**, CEO of Pierrel Pharma.

The agreement with **Safco Dental Supply Co** - fifth among the big players in the industry and a leader in online sales for dental care professionals, who turn to the company for the quality of the products and the prices - is strategic for Pierrel Group, which proceeds quickly towards a new phase of more investments and development of the manufacturing and commercial core business, also through the operation approved by the Shareholders Meeting of Pierrel S.p.A. on 30 May last.

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Pierrel S.p.A. is a global supplier to the pharmaceutical industry, specialising in the pharmaceutical production (Contract Manufacturing Division) and the development, registration and licensing of new drugs and medical devices (Pharma Division).

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.

Pierrel 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 Pharma 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.



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