

Talent BT World's First
Botulinum Toxin Automatic Injector
Awarded Innovation of the Year 2011

PRESS RELEASE

Geneva 09.03.2011 PR005 PRV1.0



Pharmapack

AWARDS
2 0 1 1

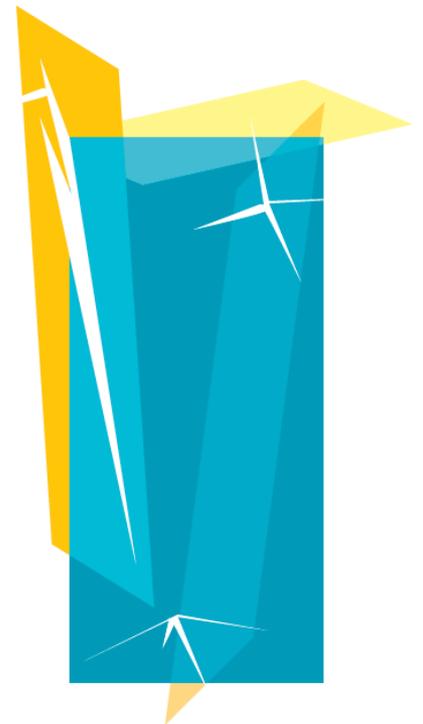


Photo1. Talent BT™ Botulinum Toxin Automatic Injector

February 23rd 2011, Talent BT™ was Awarded **Innovation of the Year 2011** in the Medical Device category at Pharmaceutical Industry Congress Pharmapack - Biomedevce. The members of the Jury added the mention "**Ease of Use**" to underline the essentials of this (already) multi awarded innovation.



Talent BT™ Botulinum Toxin Automatic Injector is based on the Preciquant™ platform.

The Preciquant™ platform is an automatic, single button, single patient, injection / delivery device developed to allow a safer, faster and repeatable dose delivery of a liquid, cream, gel or paste.

Preciquant™ platform is open to any customer who would like to use it for a pharmaceutical / medical / cosmetic / veterinary application.

David Weill, Primequal CEO has declared: *"Talent BT™ was launched in January 2011 and is already receiving the prestigious Pharmapack Innovation Award one month later. The Pharmapack Innovation Award is highly coveted in the Pharmaceutical Industry and the mention "ease of use" confirms what is most important to us and most difficult to attain: simplicity. Primequal is honored by this Award and will continue to develop talented devices for its value customers."*

Pierre-Yves Chassot, Primequal R&D Director has declared: *"Talent BT™ is the successful conclusion of 3 years of research and trials with universities, key Opinion Leaders, practitioners and patients. More than 100 prototypes were made and around 450 practitioners were involved to reach this high and unique level of efficiency. The Primequal R&D team is proud to have received this coveted Innovation Award."*

Sacha Nikolic, Primequal Head of Sales has declared: *"Talent BT™ technology sale success already started in January 2011 with an unexpected number of worldwide demands. The Pharmapack Innovation Award is a clear and indisputable confirmation of the level reached by the device and what it can bring to our value customers. We are looking forward to developing new applications with our present and upcoming customers based on our multi awarded technology platform."*



Photo2. Talent BT™ Botulinum Toxin Automatic Injector



About Primequal

« Primequal is the perfect fusion between what engineering can do best and the essentials of professional needs. »

Primequal Team

History

Primequal was created in 2005 by two highly specialized engineers, one from the Swiss Medical / Dental field, the other from the Swiss Luxury Watch Industry. What they had in common was their extraordinary innovative capacity and their unequalled capacity to understand practitioner needs and human biology. They combined their skills to devise high quality reliable Pharmaceutical and Medical products to provide a **shortened treatment duration while increasing treatment reliability**. Primequal's proprietary technology is now available for pharmaceutical, medical, dental, aesthetic dermatology, veterinary, cosmetic and industrial applications.

Commitment

Primequal is committed to provide the Medical and Dental community with highly innovative products manufactured in accordance with the **Swiss quality tradition**. Primequal is based on a solid team of Experts in the medical field. Primequal works with Opinion Leaders and Universities worldwide to provide highly efficient products and the best answer to practitioners' daily needs. All Primequal products are 100% Swiss Engineered, 100% Swiss Made and 100% Swiss Quality.

Award Winning Team and Products

The Primequal team and Primequal Products are regularly named in Swiss and international newspapers. Primequal has obtained the highly coveted CTI Certification from the Swiss Government, testimonial of its high innovation and its high market potential. The Preciquant™ has obtained the International « Reddot Design Award » and ADF « Innovation of the Year » tribute to the high quality standards of our products. The Primequal team has been awarded « Venture Leader 2008 » by members of the Ernst & Young « Entrepreneurs of the Year » committee.

Contact

Weill David, Primequal SA
Rue des Pierres du Niton 17
CH-1207 Geneva
Switzerland

Phone: + 41 22 354 05 50
Fax: + 41 22 354 05 51

Email : info@primequal.com

For more information on Primequal, visit our website at www.primequal.com