

FOR IMMEDIATE RELEASE

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MEDIA RELEASE

PUBLIC GETS HEALTH TIPS & SAMPLES FROM PHARMANIAGA

Kuala Lumpur - Pharmaniaga today distributed flyers and product samples at Jalan Duta toll plaza to motorists on Northbound trip in conjunction with the Deepavali and Raya holidays.

A total of 5,000 sets of Mesti Ambil Tahu flyers with Citrex Live Culture samples were distributed between 10.00am and 12.00pm. Mesti Ambil Tahu (MAT) is Pharmaniaga's flagship Corporate Social Responsibility (CSR) programme aimed to increase the awareness amongst Malaysians to be more proactive in understanding health issues and the basics of healthcare.

Citrex Live Culture is a probiotic supplement that helps increase beneficial bacteria in the intestines. It helps digestion and fights intestinal illnesses and diseases. These Citrex Live Culture chewables are also acid resistant to survive the acidic environment of the stomach. According to Managing Director of Pharmaniaga Berhad, En Azhar Hussain, "The Live Culture also helps reduce the risk of Irritable Bowel Syndrome (IBS) and that is very helpful after a day of fasting".

Besides the MAT flyers and Live Culture samples, Pharmaniaga also distributed Citrex leaflets and Citrex quiz forms not just to promote the Citrex range of products, but to educate the public on the importance of having adequate vitamins and minerals. On 6 October 2006, Pharmaniaga distributed 1,000 pieces of face masks to Pos Malaysia in view of the then haze situation in Klang Valley. The small hand-over took place at Pos

Malaysia's headquarters in Shah Alam. Pos Malaysia also helped drop off flyers on haze alert to residents in Shah Alam. The flyers were prepared by Pharmaniaga through its MAT programme.

"As a Malaysian healthcare company we are committed to enriching the lives of the people we come into contact with. The Mesti Ambil Tahu campaign is one vehicle to drive this commitment. Generally, MAT focuses on the proper usage, consumption and storage of medicines. But when the need arises, MAT will provide awareness on a particular disease or sudden plague such as bird flu or on high-risk events such as the haze", says Azhar.

"Leading an enriched life is not about having a lot of money but rather a well rounded and fulfilling life, that would include spending quality time with loved ones. And what better day to distribute awareness flyers than when the public is about to embark on a long journey to meet with their loved ones" Azhar continues.

Pharmaniaga Berhad is a public listed company on the main board of Bursa Malaysia). Pharmaniaga, a leading Malaysian healthcare company is driven by its core businesses namely, generic pharmaceuticals manufacturing and R&D, warehousing and distribution of pharmaceutical and medical products, sales & marketing as well as hospital equipping. Pharmaniaga has also created a niche in healthcare IT solutions which forms the backbone of its operations.

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ABOUT PHARMANIAGA BERHAD

Pharmaniaga Berhad, a member of the UEM Group, is an investment holding company listed in the Main Board of Bursa Malaysia. The Pharmaniaga Group's core businesses are generic pharmaceuticals manufacturing, research and development, marketing and sales, warehousing and distribution of pharmaceutical and medical products as well as supply, trading and installation of medical and hospital equipment.

With a vision to be the premier Malaysian pharmaceuticals company, Pharmaniaga is guided by its philosophy of 'doing business with a conscience' and empowered by its mission of **enriching life together**.

Already operating in 38 sites across 3 countries (Malaysia, Indonesia & Vietnam) the Pharmaniaga Group is poised to be a regional player in the international pharmaceuticals arena.

Issued for the Pharmaniaga Group by Corporate Communications Division, Pharmaniaga Berhad