

FOR IMMEDIATE RELEASE

21 October 2011

MEDIA RELEASE

Citrex ignites awareness on importance of vitamins

Petaling Jaya, 21 October 2011 – Understanding the need for essential vitamins and mineral, especially for growing children, local pharmaceutical company, Pharmaniaga Marketing Sdn Bhd, a member of the Pharmaniaga Group of Companies, today launched the new Citrex range of vitamin and mineral supplements.

Available now at leading pharmacies nationwide, the new Citrex range offers Vitamin C and BCO+Lysine for children.

Vitamin C in the body needs to be replenished because the body is not capable of storing it, therefore, Citrex Vitamin C, which is available in orange and blackcurrant flavours, provides the required daily levels of Vitamin C for children.

Citrex BCO+Lysine, on the other hand, improves children's appetite and metabolism and also aids tissue growth and prevents tiredness and concentration problems.

Pharmaniaga Group Managing Director, Dato' Farshila Emran said, "Pharmaniaga acknowledges the importance of vitamins and minerals and the fact that most children are not getting enough of them, and therefore would like to be the provider for supplements that are not only affordable, but delicious".

Pharmaniaga is teaming up with Supertots, a children's cartoon TV show, to create awareness on the importance of vitamins and minerals for children's growth.

Dubbed "Nutrition for Adventure", the Citrex range will soon expand to include other essential vitamins, not only for children, but for adults as well.

≤ END ≥

ABOUT PHARMANIAGA BERHAD

Pharmaniaga Berhad, a member of Boustead Group is an investment holding company listed on 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 is empowered by its mission of **enriching life together**. Already operating in 38 sites across 3 countries (Malaysia, Indonesia & Vietnam) the Pharmaniaga Group is positioned to be a regional player in the international pharmaceuticals arena.

*"Issued for the **Pharmaniaga Group** by Corporate Communications Division, Pharmaniaga Berhad.
For enquiries, please contact Zuhri Iskandar Kamarzaman at 03 3342 9999 ext 434 or by email
zuhri@pharmaniaga.com*