



PRESS RELEASE

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Mumbai, December 14, 2010

Unichem Laboratories Ltd (Unichem) to secure their brands against counterfeiting by using PharmaSecure's Technology by assigning 70 Million Codes.

New high-volume SMS-based technology is designed to protect consumers and pharmaceutical manufacturers from global threats of counterfeiting and diversion

News Facts:

Unichem and PharmaSecure today announced that Unichem has purchased 70 million of PharmaSecure's codes to be applied for use in protecting its brand and consumers against counterfeiting and diversion.

The unique identifier codes will be applied to several of Unichem's leading medicines, including Trika for the treatment of anxiety and Losar for the treatment of high blood pressure and hypertension. The codes will be integrated into existing manufacturing processes at two plants in India.

This unique product security solution empowers consumers to check whether a drug is authentic via text message (SMS) using a mobile phone. When a consumer receives their medication, they are able to text the unique identifier on the individual strip to a phone number that is printed alongside the code. The consumer then receives an authentication text message from Unichem in response.

This is the only technology currently in use in the Indian market that empowers consumers themselves to check the authenticity of their medicines.

This system ensures data protection and brand security to manufacturers for branded, branded generic and generic manufacturers through seamless factory integration. It also provides customized CRM services based on its authentication platform to enhanced consumer protection and improved health outcomes.

Unichem chose PharmaSecure's technology because of its high scalability and the team's ability to integrate the system efficiently into its current factory processes. There will be no change to the Unichem's manufacturing process and production output will remain the same.

Quotes:

"We selected PharmaSecure's technology based on the company's excellent customer service and ability to implement the technology across multiple products at different plants, and without disruption," said Dr. Prakash Mody, Chairman and Managing Director of Unichem Laboratories Ltd. "Strengthening our brand and differentiating our products is an ongoing process of our business operations and it is essential that we use the latest technology like the one PharmaSecure offers to protect the interests of our customers."



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About Unichem Laboratories

Unichem Laboratories Limited is an international, integrated, specialty pharmaceutical company. It manufactures and markets a large basket of pharmaceutical formulations as branded generics as well as generics in India and several other markets across the world. In India, the company is a leader in niche therapy areas of cardiology, neurology, orthopedics and anti-infectives. The company has strong skills in product development, process chemistry and manufacturing of complex APIs as well as dosage forms. More information about the company can be found at www.unichemlabs.com.

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This press release includes forward-looking statements. We have based these forward-looking statements on our current expectations and projections about future events. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results to differ materially. Such factors include, but are not limited to, changes in local and global economic conditions, our ability to successfully implement our strategy, the market acceptance of and demand for our products, our growth and expansion, technological change and our exposure to market risks. By their nature, these expectations and projections are only estimates and could be materially different from actual results in the future.

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