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FOR IMMEDIATE RELEASE

**NEW “HEART Rx” INITIATIVE EXPANDED TO INCLUDE
BOTH BRAVELLE® AND MENOPUR®**

Program Gives Cash-Paying Patients Up to \$2,100 in Savings a Year

Parsippany, NJ – September 29, 2008 – Ferring Pharmaceuticals today announced a new, expanded cost-saving program for patients who are considering fertility treatment, but find the costs a challenge. Ferring’s HEART (**H**elping **E**xpand **A**ccess to **R**eproductive **T**herapy) Rx Initiative gives women greater access to fertility medications by providing significant cost savings on two frequently prescribed fertility treatments. The program now includes both BRAVELLE® (urofollitropin for injection, purified) and MENOPUR® (menotropins for injection, USP).

“In our ongoing effort to increase access to safe, effective fertility treatments, we have expanded our long-time HEART Program, now called the HEART Rx Initiative, to give qualified couples a greater chance to build families,” said Olivier Delannoy, Vice President, Infertility Business Unit. “Cost should not be a barrier to parenthood.”

With Ferring’s expanded HEART Rx Initiative, cash-paying patients save up to \$2,100 on BRAVELLE and MENOPUR. The program helps reduce costs for patients undergoing ovulation induction, donor or *in vitro* fertilization cycles. Full program details are available at www.ferringfertility.com/HEART.

How the Program Works

If you are a cash-paying patient and your doctor prescribes a fertility treatment, ask the doctor if these products are right for you and if you qualify for the HEART Rx Initiative.

- ◆ To receive the savings, your doctor will give you a HEART Rx brochure along with the prescription.
- ◆ Take the prescription and brochure to a participating pharmacy. For a list of participating pharmacies, visit www.ferringfertility.com/HEART.
- ◆ Pay a \$10 enrollment fee for the annual membership. The pharmacist will give you a membership number.

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- ◆ Fill out the membership card. You will automatically receive the cost-savings each time you fill the prescription.

For more information, speak to your doctor or call 1-888-FERRING (337-7464).

About BRAVELLE and MENOPUR

BRAVELLE and MENOPUR, like all gonadotropins, are potent substances capable of causing mild to severe adverse reactions, including OHSS (incidence of 6.0% and 3.8%, respectively), with or without pulmonary or vascular complications, in women undergoing therapy for infertility. Like other products for ovarian stimulation, treatment with BRAVELLE and/or MENOPUR may result in multiple gestations. Only physicians thoroughly familiar with infertility treatment, including the risk of multiple births and adverse reactions, should prescribe these medications.

About Ferring Pharmaceuticals

Ferring Pharmaceuticals, part of the Ferring Group, a privately owned, international pharmaceutical company, manufactures and markets the largest family of fertility treatments of any manufacturer in the U.S. The Company markets MENOPUR, BRAVELLE, REPRONEX[®] (menotropins for injection, USP), NOVAREL[®] (chorionic gonadotropin for injection, USP) and ENDOMETRIN[®] (progesterone) Vaginal Insert 100 mg in the U.S. to infertility specialists and their patients. Ferring also offers the Q-CAP[™], the first and only needle-free reconstitution device, for use with its fertility treatments.

Ferring's line of orthopaedic and urology products includes EUFLEXXA[®] (1% sodium hyaluronate) hyaluronic acid for pain from osteoarthritis in the knee and PROSED[®]/DS for the relief of discomfort of the lower urinary tract. Other products include: ACTHREL[®] (corticotropin ovine triflutate for injection) for the differential diagnosis of Cushing's syndrome; and DESMOPRESSIN ACETATE in injectable and rhinal tube forms for the treatment of diabetes insipidus and primary nocturnal enuresis.

The Ferring Group specializes in the research, development and commercialization of compounds in general and pediatric endocrinology, urology, gastroenterology, obstetrics/gynecology and infertility. For more information, call 888-337-7464 or visit www.ferringusa.com or www.ferringfertility.com.

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Please see enclosed prescribing information for BRAVELLE and MENOPUR.