

**PFEIFFER AND VALOIS ANNOUNCE THE REALIGNMENT OF THEIR PHARMACEUTICAL BUSINESSES UNDER A COMMON BRAND - APTAR PHARMA, AND UNVEIL THEIR NEW VISUAL IDENTITIES**

**This market-focused realignment will make it even easier for customers to do business with Aptargroup through a wider and innovative range of products and services available under the new Aptar Pharma brand.**

**A market-focused realignment**

For many years Pfeiffer and Valois have been members of Aptargroup, a family of companies who, together, are leaders in the consumer dispensing and drug delivery systems industry.

Aptargroup recently announced a strategic realignment of its businesses under three market-focused business segments: Aptar Beauty + Home, Aptar Food + Beverage and Aptar Pharma. Peter Pfeiffer, Aptargroup President and CEO said about this strategy: *"We have always been driven to better serve our customers by enhancing our understanding of their needs and the changing markets in which they operate. This realignment will make it even easier for customers to do business with us, and we will be able to offer our full product range in each of our three segments. This next strategic step will put us in position to continue our long-term growth and lead our industry for many years to come."*

**The new market-focused **Aptar Pharma** brand**

The Aptar Pharma organization will be implemented progressively during 2010, and will be fully operational starting in 2011. This new organization will have a much greater capacity for understanding customer needs and preferences in order to provide innovative and patient-friendly drug delivery solutions. Moreover, this organization will lead to simplified customer relations.

Aptar Pharma will have two divisions: Consumer Health Care, focused on drug delivery solutions adapted to over-the-counter medications; and Prescription, focused on drug delivery solutions specific to physician-prescribed medicines.

**A structure dedicated to accelerating innovation**

For over 60 years, the strategy of both Pfeiffer and Valois has been based on innovation. Their R&D organizations have been continuously expanding, and strong and sustainable links have been forged with a network of partners, which include academia, contract research as well as manufacturing organizations, inventors, design and industrial consulting companies and preferred suppliers.

Approximately 6% of Aptar Pharma's annual turnover is dedicated to research, development and industrialization of novel products. Aptar Pharma R&D and Marketing staff will work closer together in a global market-focused team of 200 people dedicated to satisfying customer needs.

Aptar Pharma also holds a strong intellectual property portfolio of over 450 patent families which can be leveraged to provide customers with protected innovative solutions.

*Aptar Pharma is a part of the Aptargroup family of companies, along with Aptar Beauty + Home and Aptar Food + Beverage. Aptargroup (NYSE: ATR) is headquartered in the U.S. with facilities in North America, Europe, Asia and South America. For more information, visit [www.aptar.com](http://www.aptar.com)*

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