

Dow Jones Reprints: This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers, use the Order Reprints tool at the bottom of any article or visit www.djreprints.com.
See a sample reprint in PDF format. Order a reprint of this article now



March 9, 2012, 12:28 p.m. ET

Elis Pharma Introduces Erectile Dysfunction Drug, Vitaros(R) Licensed From Apricus Biosciences at Major Pharmaceutical Conference in Dubai

Elis Pharma Introduces Erectile Dysfunction Drug, Vitaros(R) Licensed From Apricus Biosciences at Major Pharmaceutical Conference in Dubai

The Presentation is Part of Elis Pre-Launch Marketing Strategy for the Drug Licensed From Apricus Biosciences

DUBAI, United Arab Emirates, March 9, 2012 (GLOBE NEWSWIRE) -- Elis Pharmaceuticals (www.elispharmaceuticals.com), announced today that the company would present Vitaros(R) at the Dubai International Pharmaceuticals and Technologies Conference and Exhibition (DUPHAT), which will be held 12--14 March 2012 (<http://www.duphat.ae>) as part of its pre-launch strategy.

Vitaros(R) is a drug for erectile dysfunction (ED) that Elis licensed from Apricus Biosciences (Nasdaq:APRI) (www.apricusbio.com) in January of 2011, having exclusive rights to the drug in the Gulf Countries and part of the Middle East. "We believe that Vitaros(R) will be an important new first line therapy for ED in our region," explained Rashed Assouma, Executive Officer of Elis. "Since DUPHAT is the most significant pharmaceutical event in the Middle East and North Africa, it offers the best opportunity for us to introduce our drug to the region."

At DUPHAT, Elis will present Vitaros(R) to pharmacists, pharmaceutical professionals, key decision makers and government heads and officials from the Middle East, Africa and Commonwealth of Independent States countries. The presentation combined with patient responses observed in this population is the first step in the marketing campaign for Vitaros(R) once the drug is approved in the region.

"Because of Elis' proven marketing strategies and the patient responses we've already experienced as part of our sampling program, we anticipate strong sales of Vitaros(R) in the region, where the total market for erectile dysfunction drugs is more than \$100 million per year," continued Mr. Assouma.

Vitaros(R) was approved by Health Canada in November 2010 as the first topical treatment for erectile dysfunction ("ED") for marketing in Canada. This validation also made it possible to register the drug in other countries that recognize Canadian approval. The application for approval to market Vitaros(R) in the territory licensed to Elis was filed in early half of 2011, with final approval expected by the end of 2012.

Despite the availability of today's oral and other therapies, there is still a need for new, safe and effective treatments, especially for those patients who cannot or do not respond to oral medication. One key advantage of Vitaros(R) is that it is applied directly to the penis as a cream, instead of as a pill that is absorbed systemically. The topical application helps to minimize side effects and enables men who cannot take, or do not do well with the existing drugs, to have a patient-friendly alternative.

About Elis Pharmaceuticals Limited

Established in the UAE, Elis Pharmaceuticals is one of the region's leading companies dedicated to developing, manufacturing and marketing prescription and generic pharmaceuticals. The Company markets and distributes products in three main categories: prescription medications, OTC and generics. With over 100 pharmaceutical products in its portfolio, Elis Pharma is uniquely poised to maximize the market potential of emerging products and is the likely choice for commercializing and marketing any new pharmaceutical product in the region. The company serves drug wholesalers, distributors of pharmaceuticals, ministries and departments of health; public, private, industry and military hospitals, clinical research centers and affiliated organizations worldwide. For further information on Elis Pharma and its subsidiaries, visit <http://www.elispharmaceuticals.com>.

CONTACT: Elis Pharmaceuticals
Abdul-Khaleq Osman
Public Relations
+9714 2653 844
pr@elispharmaceuticals.com

Copyright 2012 Dow Jones & Company, Inc. All Rights Reserved
This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our [Subscriber Agreement](#) and by copyright law. For non-personal use or to order multiple copies, please contact www.djreprints.com or call 1-800-843-0008.

Don't Miss...

NEWS

Lawmakers Eyeing Drug Resale Gray Market

03:07

TECH

The Best of the Tech Start-Ups at ArabNet

02:47

TECH

Female Entrepreneurs Thrive in Middle East

03:38

NEWS

Clinton a Minister Saudi Arabia

01:38

Don't Miss...

Powered by Taboola