



Media Contact:

Nora Plunkett
The Reilly Group
773.348.3800 ext. 204
noraplunkett@thereillygroup.com

FOR IMMEDIATE RELEASE

**Upsher-Smith Announces Launch of Divigel[®] (estradiol gel) 0.1 Percent for Treatment of Moderate to Severe Hot Flashes Associated with Menopause
*-Lowest Approved Dose of Estradiol Now Available for Women-***

MAPLE GROVE, MN, August 1, 2007 – Upsher-Smith Laboratories, Inc. today announced the launch of Divigel[®] (estradiol gel) 0.1 percent. Divigel[®] offers the lowest approved dose of estradiol available for the treatment of moderate to severe hot flashes associated with menopause. Divigel[®] was approved by the U.S. Food and Drug Administration (FDA) in June 2007.

“The commercial launch of Divigel[®] is an important stride for the hormone therapy market given that this therapy offers women the lowest approved dose of estradiol available to manage hot flashes associated with menopause,” said Mark Evenstad, President, Upsher-Smith Laboratories, Inc. “Our organization recognized the need to make another choice available for women to curb the side effects they often experience during this time in their lives.”

Guidelines from the North American Menopause Society (NAMS) indicate that estrogen hormone therapy should be used at the lowest effective dose for the shortest amount of time.

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“The commercial availability of Divigel is in line with the NAMS Guidelines given that this product provides the lowest approved dose of estradiol therapy on the market,” said Dr. Richard Hedrick, Jr. key investigator, Hawthorne OB/GYN Associates. “Recent data support the use of estrogen therapy for certain women, so Divigel® is a valuable choice for those that are experiencing the most common side effect of menopause.”

The estrogen in Divigel® is derived from plant sources and is identical to the primary estrogen produced by a woman’s ovaries before menopause. Certain older oral estrogen therapies contain conjugated estrogens derived from the urine of pregnant mares. Divigel® is a quick-drying gel that is odorless when dry, and is available in convenient, individual-use packets. One packet of gel is applied daily to an area that measures approximately 5 x 7 inches on the thigh, the smallest application area compared to all other available gel or lotion estrogen products. After the gel is applied, it absorbs directly into the bloodstream without having to pass through the liver. Divigel® also offers dosing flexibility with three different strengths (0.25 mg estradiol/day, 0.5 mg estradiol/day and 1.0 mg estradiol/day) to individualize treatment for each woman.

Important Safety Information for Patients

The following are not all the possible risks for Divigel®. Please read the full Patient Information leaflet and talk to your healthcare provider.

Estrogens increase the chance of getting cancer of the uterus. Report any unusual vaginal bleeding right away while you are taking estrogens. Vaginal bleeding after menopause may be a warning sign of cancer of the uterus (womb). Your healthcare provider should check any unusual vaginal bleeding to find out the cause. In general, the addition of a progestin is recommended for women with a uterus to reduce the chance of getting cancer of the uterus.

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Do not use estrogens, with or without progestins, to prevent heart disease, heart attacks, or strokes. Using estrogens, with or without progestins, may increase your chance of getting heart attacks, strokes, breast cancer, and blood clots.

Do not use estrogens, with or without progestins, to prevent dementia. Using estrogens, with or without progestins, may increase your risk of dementia.

Do not use estrogen products, including Divigel[®], if you have unusual vaginal bleeding, currently have or have had certain cancers, had a stroke or heart attack in the past year, currently have or have had blood clots, currently have or have had liver problems, are allergic to any Divigel[®] ingredients, or think you may be pregnant.

The most common side effects for all estrogen products are headache, breast pain, irregular vaginal bleeding or spotting, stomach/abdominal cramps and bloating, nausea and vomiting, and hair loss. Less common but serious side effects include breast cancer, cancer of the uterus, stroke, heart attack, blood clots, dementia, gallbladder disease and ovarian cancer.

In Divigel[®] clinical trials, the most common side effects were inflammation of the nasal passages and pharynx, upper respiratory tract infection, vaginal yeast infection, breast tenderness and vaginal bleeding. Call your healthcare provider right away if you have any symptoms that concern you.

Estrogen products should be used at the lowest dose possible for your treatment and only as long as needed. You and your healthcare provider should talk regularly about whether you still need treatment with Divigel[®].

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For more information, including copies of the professional prescribing information and patient information leaflet with the black box and other warnings, call 1-800-654-2299 or visit www.divigelus.com.

Orion Corporation (OMX: ORNAV, ORNBV) has a licensing agreement with Upsher-Smith Laboratories for the development of Divigel[®] in the United States. Orion is one of

the leading pharmaceutical companies in northern Europe through its development, manufacturing and marketing of pharmaceuticals, active pharmaceutical ingredients and diagnostic tests for global markets. The core therapeutic areas in Orion's product and research strategy are central nervous system disorders, cardiology, critical care and hormonal and urological therapies.

Upsher-Smith Laboratories, Inc. is a rapidly growing pharmaceutical company that manufactures and markets both prescription and consumer products. Privately held since 1919, the company strives to recognize the unmet healthcare needs of our customers. Upsher-Smith prides itself in providing safe, effective, and economical therapies to the ever-challenged healthcare environment. For additional information about Upsher-Smith, visit www.upsher-smith.com.

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