



MEDIA RELEASE

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World-first safety injector scoops top NZ Agritech Innovation Award

HAMILTON, NEW ZEALAND: The awards just keep coming for innovative Hamilton agritech company, Simcro. Its world-first 'self-tenting' safety injector, Sekurus Ultra, scooped the top award in the prestigious New Zealand Agritech Innovation Awards announced in Hamilton recently.

Earlier this month the company was awarded a 2010 Australian International Design Award in recognition of design excellence for its revolutionary Optiline™ Sheep Drencher.

Simcro specialises in providing customised animal health delivery solutions to the pharmaceutical industry.

Sekurus Ultra is a world first, 'self-tenting' safety injector for the delivery of animal vaccines. Its patented 'self-tenting' needle guard and two-step mechanism allow operators to administer one-handed subcutaneous injections more efficiently and more precisely while keeping hands clear of the injection site. Sekurus Ultra was launched in New Zealand in February. The injector was developed and customised for the delivery of Bopriva™, Pfizer Animal Health's new vaccine for cattle.

Rod Walker, Simcro executive director and head of R&D, says two groups in particular must take the credit for the company's success, firstly the Simcro shareholders for having the confidence and courage to invest so heavily in R&D particularly over the last three years; and secondly to the impressive team of Simcro engineers who continually demonstrate they have the ability to convert a novel idea into a commercially successful product.

"This is the first time we've entered Sekurus Ultra for an award so it's very exciting to see that our absolute commitment to design excellence and innovation has been recognised at this level. Congratulations must go to the Simcro team involved in Sekurus Ultra and thanks also to our client, Pfizer Animal Health, for their passion for excellence and their challenging brief," comments Simcro managing director Will Rouse.

Pfizer's brief was to deliver an injector that prevented operators from accidentally injecting themselves with a vaccine intended for animals. With Sekurus Ultra all the operator has to do is activate the trigger with one hand and press the injector against the animal's skin. The injector's needle guard automatically 'tents' or grips the skin prior to delivering the injection.

The unique injector also maximises the efficacy of the vaccine because it ensures accurate and reliable needle-placement. The drug is only released when it's placed at the correct depth in the animal's skin. Users can save money by only administering the correct dosage.

Sekurus Ultra's accurate needle placement ensures operators avoid bruising the animal and causing it stress.

www.simcro.com



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About Simcro

Simcro currently has approximately 40 projects under development for the leading global animal health companies.

In June 2009, Simcro was a finalist in the New Zealand Agritech Innovation Awards with its Optiline drencher. In August, company director Rod Walker won the prestigious Bayer Innovators Award for design and engineering. And in September, the company was a finalist in three categories of the 2009 New Zealand Trade and Enterprise International Business Awards.

In October, Simcro won a bronze award in the 2009 NZ BEST design awards for Optiline.

In December, the company won a coveted International Forum (IF) 2010 product design award from Germany for Optiline.

And in June 2010 the company was awarded an a 2010 Australian International Design Award and the Powerhouse Museum Selection award and was one of only nine finalists for the supreme award.

Simcro's international partners include Novartis Animal Health Inc., Pfizer, Schering-Plough Intervet, Merial, Ancare, and Argenta.

The company currently exports over 90 percent of its products to more than 65 countries.

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Media contacts:

Will Rouse, Managing Director, Mob: +64 21 743 618

John Dennehy, Chairman, Mob: +64 21 734 202

Rod Walker, executive director and head of R&D, Mob: +64 21 519 990

Or Brenda Saunders, Trio Communications, Auckland. Mob: +64 21 777 171

High res photos available upon request from brenda@triocommunications.co.nz

