



MEDIA RELEASE

MAY 31, 2011

New Zealand agritech firm a finalist in AUSTRALIAN INTERNATIONAL DESIGN AWARDS(AIDA).

HAMILTON, NEW ZEALAND: SIMCRO GAINS FURTHER INTERNATIONAL RECOGNITION.

New Zealand agritech company, [Simcro](http://www.simcro.com), has become a finalist in the Australian International Design Awards (AIDA) recently announced in Sydney.

Simcro's revolutionary animal vaccine safety injector, Sekurus™ was launched around the world during 2010.

The AIDA Awards are held annually and the judges noted that this year's competition was the toughest on record. They also added that it was an outstanding achievement for anyone reaching the AIDA finals.

A panel of 20 judges, consisting of both Australian and international design experts, each from highly reputable organisations, selected the category finalists from a record total of 233 entries. The winners will be announced on July 22nd at a gala dinner in Sydney.

This latest award tops off a run of success for Simcro, which is a world-leader in providing customised animal health delivery solutions, to the pharmaceutical industry.

Simcro chief executive, Will Rouse, says the company's heavy investment in new product development has increased its customers' awareness of its capability. He thanked the staff, and management for their ongoing commitment to excellence.

"We're on a very exciting and challenging journey to realise our goals in the global marketplace. Groundbreaking design is one of the keys to success. This latest recognition demonstrates our ability to compete in the international market."

Rouse says the company has a significant number of new products under development, in both the farm and companion animal sectors.

www.simcro.com

Ends

About Sekurus self-tenting safety injector

The Sekurus™ self-tenting safety injector has a radically different design. It features a patented 'self-tenting' needle guard and two-step mechanism that allow the operator to tent the animal's skin and deliver the correctly-measured dose of vaccine in a one-handed action. This means the other hand can be kept away from the injection site virtually eliminating the risk of accidental self-injection.

Sekurus™ is an all-round New Zealand world-first innovation that has applications in a number of animal health areas. It provides greater safety and comfort for the user and makes vaccination easier, faster and more accurate, saving time and money.

About Simcro

Simcro currently has a significant number of projects under development for the leading global animal health companies.

In March 2011, The company was a finalist in the Melbourne Design Awards for its revolutionary sheep drenching device, Optiline.

In December 2010, Simcro won a top USA design award (U.S Good Design) for its 'self-tenting' safety injector, Sekurus.

In November 2010 Simcro was awarded a coveted International Forum (IF) 2011 product design award from Germany for its revolutionary animal vaccine safety injector, Sekurus™

In October 2010, the company won top award for Best Use of R&D in International Business in the prestigious New Zealand International Business Awards 2010.

In July 2010, Simcro took the top award in the New Zealand Agritech Innovation awards for its 'self-tenting' safety injector, Sekurus.

In June 2010, the company was awarded a 2010 Australian International Design Award and the Powerhouse Museum Selection award and was one of only nine finalists for the Supreme Award.

In December 2009, Simcro won an International Forum (IF) 2010 product design award from Germany for Optiline. Simcro won a bronze award in the 2009 NZ BEST design awards for Optiline. The company was a finalist in three categories of the 2009 New Zealand Trade and Enterprise International Business Awards.

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.

#

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@tricomcommunications.co.nz



CEO Simcro, Will Rouse



Sekurus 'self-tenting' safety injector