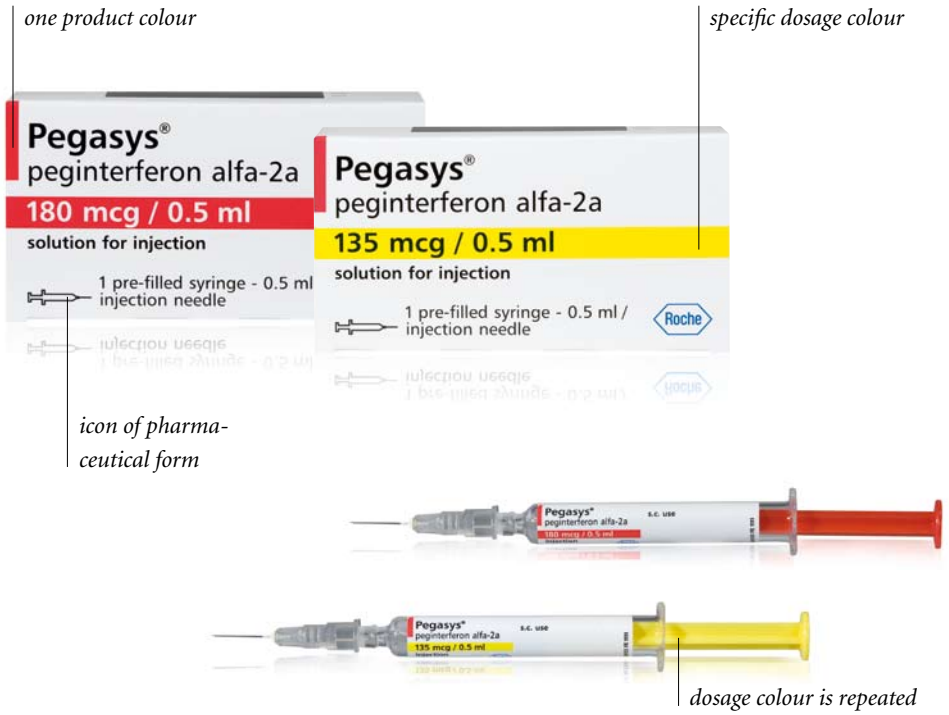




New Packaging Design *for Roche Medicines*



Starting mid-2008, Roche introduces a new global packaging design for prescription medicines. This will meet requirements and expectations of health authorities, medical professionals and patients worldwide. The new packaging allows quick and easy identification of the medicine and dosage strength.





How was the design selected?

Roche sought feedback from medical professionals and health authorities and reviewed possible design options with more than 700 doctors, pharmacists, nurses and patients worldwide. There was clear support for the selected new design and respondents particularly highlighted that it was easy to recognise.

What are the new features?

The new packaging design includes

- distinct product and dosage colours for quick identification
- colour banding visible from three sides
- plunger rods and flip-off caps in dosage colours

The design is in line with recent regulatory labelling guidelines and industry best practices. There will be no changes in pack dimensions and text.

How will the design be implemented?

The new packs will be phased in for Roche prescription medicines between mid-2008 and 2010 (approx.).

- CellCept, Copegus, Pegasys and Xeloda will be the first medicines to feature the new packaging design (some country-specific exceptions)
- The remaining medicines will change over the coming months

Packs in the old design will not be replaced and can be used until expiry.

Please contact your local Roche Office for country-specific details.

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