

Bausch & Lomb Subsidiaries and CROMA will Co-Promote Bromfenac Ophthalmic Solution in Europe

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ROCHESTER, N.Y. — Bausch & Lomb, the global eye health company, today announced that several of its pharmaceuticals subsidiaries have been granted rights from CROMA Pharma GmbH to co-promote and sell bromfenac ophthalmic solution in Europe when it becomes available to the market.

Bromfenac, a non-steroidal anti-inflammatory drug (NSAID), is designed for the treatment of postoperative ocular inflammation and pain following cataract extraction. It has demonstrated both efficacy and safety in pivotal Phase III trials and is expected to be the first ocular NSAID in Europe approved for twice-daily dosing. CROMA, the Austrian-based healthcare company, has submitted bromfenac to the European Medicines Agency (EMA) for centralized approval throughout the European Union. Bromfenac is already approved in the U.S. and Japan, where it is marketed by other companies.

“We are enthusiastic about the collaboration with CROMA, as we look forward to making bromfenac available in a large number of markets to support the unmet needs of patients and physicians alike,” said Charl van Zyl, vice president, Pharmaceuticals, Europe, Middle East and Africa Region, Bausch & Lomb. “The addition of bromfenac to the European portfolio strengthens our customer offering and further invigorates our anti-inflammatory business by providing access to a new pan-European prescription brand.”

CROMA is a pan-European company that has been active in ophthalmology since 1976. CROMA licensed European development rights to bromfenac in November 2005 from Japanese drug maker Senju Pharmaceutical Co., Ltd. Under the terms of this subsequent collaboration agreement, the Bausch & Lomb subsidiaries gain the rights to sell bromfenac (pending EMA approval) in all European Union member states plus Belarus, Croatia, Montenegro, Norway, Russia, Serbia, Switzerland, Turkey and Ukraine.

“Having a pharmaceutical in our portfolio that was indicated for postoperative prophylaxis was a must in order to enlarge our complete offering to ophthalmic surgeons. Now, given Bausch & Lomb’s pan-regional sales and marketing reach and its considerable brand equity, I believe this new partnership puts bromfenac in the best possible position to benefit patients in the European market,” said Andreas Prinz, managing director, CROMA.

CROMA will market Bromfenac together with Bausch & Lomb in Austria, France, Poland, Romania and Spain. Financial terms of the agreement were not disclosed.

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About Bausch & Lomb

Bausch & Lomb is dedicated to bringing visionary ideas to eye health. Its core businesses include contact lenses and lens care products, ophthalmic surgical devices and instruments, and ophthalmic pharmaceuticals. The Bausch & Lomb name is one of the best-known and most respected healthcare brands in the world. Founded in 1853, the company is headquartered in Rochester, N.Y., and employs more than 10,000 people worldwide. Its products are available in more than 100 countries. More information is available at www.bausch.com.

About CROMA

CROMA is a pan-European company based in Vienna, Austria, and is involved in the development and manufacturing of pharmaceuticals and medical devices. CROMA is active in the field of ophthalmology, orthopaedics and aesthetics. Ophthalmic surgery is the main focus of the company, which is dedicated to bring simple and efficient solutions to help doctors and improve the lives of their patients. CROMA employs today 500 people in Europe and has 11 percent of its annual turnover dedicated to research activities. More information is available at www.croma.at.