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Probi's dietary supplements for immune health to be launched in South Africa

Probi has signed a distribution agreement giving Camox Pharmaceuticals, one of the fastest growing pharmaceutical companies in South Africa, a right to sell Probi's dietary supplement for immune health on the South African market. Probi's immune product is clinically documented in immune health and common colds and will be sold in the form of a chewable tablet. The product will be launched in the third quarter of 2010.

“South Africa is the first market outside of the Nordics to launch our immune product. The South African market is growing rapidly and has a long tradition of probiotic dietary supplements. The market has great potential and we are impressed by Camox' skills and enthusiasm. The business model with focus on marketing to specific target groups in the health care sector and towards pharmacies has proved very successful for Probi's products in markets such as Poland,” says Michael Oredsson, CEO of Probi.

Camox Pharmaceutical's sales force call on Specialists, General Practitioners, Pharmacies, Clinics and Hospitals. They also have distribution channels extending to all domestic wholesalers which will guarantee fast and efficient penetration of the market.

Camox Pharmaceutical is part of the Amalgamated Healthcare Group, a provider of pharmaceutical products and services in South Africa. The Group supplies over 5 500 dispensing doctors, 1 500 pharmacies, more than 100 hospitals and over 1 000 clinics in the country. They also have direct access to a customer base through their network of 60 associated retail pharmacies. The Group's revenue exceeded 150 million USD in 2008.

“Probi has, over a six year period, developed a probiotic immune concept to help prevent infections such as colds and flues and to minimize symptoms associated with such infections. We are excited to bring this scientifically proven probiotic product to the South African market. Probi's product fits very well with our philosophy of marketing high quality and innovative products and our ethical approach will definitely be the right strategy for Probi's product,” says Mr. Suhail Gani, CEO of Camox Pharmaceuticals.

Dietary supplements based on Probi's probiotics are now sold or are in the process of being launched in some 40 countries worldwide.

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About Probi

Probi is a leading player in the probiotic research and the development of efficient and well-documented probiotics. The research areas include: gastrointestinal tracts, immune system, metabolic syndrome and stress and recovery. Probi's customers are leading companies in the functional foods and dietary supplement business areas. Total income for 2009 was MSEK 65.5, of which the majority represented royalties. Probi's share is listed on the Nasdaq OMX Stockholm, Small Cap. Probi has approximately 4,500 share holders. For more information, please visit www.probi.se.

About Camox Pharmaceuticals

Camox Pharmaceuticals is one of the fastest growing pharmaceutical companies in South Africa. Camox Pharmaceutical's sales representatives focus on General Practitioners, Pharmacies, Clinics and Hospitals. The company is a part of the Amalgamated Healthcare Group, an important provider of pharmaceutical products and services in South Africa. The Group supplies over 5 500 dispensing doctors, 1 500 pharmacies, more than 100 hospitals and over 1 000 clinics in the country, they also have access to a captured customer base through their network of 60 associated retail pharmacies. The Group's revenue was more than MUSD 150 in 2008.