



## News Release

July 2, 2007

### **EMD Serono Launches MS LifeLines Access Made Simple, A Program Designed to Simplify Access to MS Therapy**

- **New program will improve access to treatment for people with relapsing forms of multiple sclerosis who have been prescribed Rebif (interferon beta-1a)**

Rockland, Massachusetts, July 2, 2007 – EMD Serono, Inc. today announced the launch of a new program, MS LifeLines® Access Made Simple, which provides simplified and affordable access to therapy for people with relapsing forms of multiple sclerosis (MS) who have either been newly prescribed Rebif (interferon beta-1a) by their physician or who have restarted Rebif therapy after having discontinued for more than 90 days. This program is only available to patients in the U.S.

The National Multiple Sclerosis Society (NMSS) recommends that initiation of therapy with an immunomodulator be considered as soon as possible following a definite diagnosis of MS with active disease to receive the full benefits from treatment. However, it can sometimes take 30 or more days, depending on each individual's insurance and income situation, to secure the necessary health insurance approvals or reimbursement assistance and actually begin therapy. The new MS LifeLines Access Made Simple program is designed to help people start therapy as soon as possible after diagnosis. All eligible participants will receive up to one year of therapy regardless of income level, with no more than a \$50 co-payment required of any patient.



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“When a patient is diagnosed with multiple sclerosis and we decide on a course of treatment, we want to proceed as quickly as possible. However, treatment can often be delayed as patients navigate their insurance systems or get enrolled in patient assistance programs,” said Dr. James P. Simsarian, past president of the Consortium of Multiple Sclerosis Centers (CMSC) and director of the MS program at the Neurology Center of Fairfax in Fairfax, Virginia. “The MS LifeLines Access Made Simple program speeds up patient access to Rebif therapy and simplifies the process for the patients so they can concentrate on their health.”

While many health insurance plans cover MS treatments, the process for securing approvals and reimbursement can be complicated. For people without health insurance, access to treatment can be difficult. In fact, according to The Commonwealth Fund Biennial Health Insurance Survey (2005), 59% of adults, ages 19 to 64, without insurance, are less likely to manage chronic conditions than adults with insurance, due to skipping doses or not filling their prescription because of cost.

“From our experience, a newly diagnosed MS patient only comes to understand the terms of their insurance once they have received a diagnosis. This can significantly delay their time to treatment,” said James Hoyes, Chief Commercial Officer for EMD Serono, Inc. “Our goal with this program is to allow patients with relapsing forms of MS who have been newly prescribed Rebif by their physicians the opportunity to begin taking therapy as soon as possible while they work through the necessary insurance and assistance issues. The program also provides them with educational services that are necessary to optimize therapy success.”



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There is no new enrollment process for the MS LifeLines Access Made Simple program; eligible patients can be enrolled when they follow the standard procedures already in place for voluntary enrollment in MS LifeLines support services.

The MS LifeLines Access Made Simple program is part of EMD Serono's ongoing commitment to patient support. Patients enrolled in the program have access to the support services offered by MS LifeLines, an educational support service committed to the MS community, which includes a call-center service, web site, patient ambassador program, customized communications based on a patient's specific needs, and access to a dedicated team of MS-certified nurses, as well as reimbursement information and general MS information specialists. This free resource is sponsored by EMD Serono, Inc. and Pfizer Inc and was developed with the guidance of people living with MS.

Under the MS LifeLines Access Made Simple program, at the conclusion of their participation in the program, patients who were not able to obtain full insurance coverage for Rebif therapy can apply to the MS LifeLines Patient Assistance Program (PAP), which provides financial support to people who cannot otherwise afford therapy.

### **About Rebif®**

Rebif® (interferon beta-1a) is a disease-modifying drug used to treat relapsing forms of multiple sclerosis (MS) and is similar to the interferon beta protein produced by the human body. Interferon helps modulate the body's immune system, fight disease and reduce inflammation.

Rebif®, which was approved in Europe in 1998 and in the US in 2002, is registered in more than 80 countries worldwide. In the United States, Rebif® is co-marketed by EMD Serono, Inc. (the US affiliate of Merck Serono) and Pfizer Inc. Rebif® has been proven to delay the progression of disability, reduce the frequency of relapses and reduce MRI lesion activity and area<sup>1</sup>. Rebif® is not approved for treatment of chronic progressive MS. Rebif® is available in a 22 mcg and 44 mcg ready-to-use pre-filled syringe and a titration pack, and can be stored at room temperature for up to 30 days if a refrigerator is not available.

Most commonly reported side effects are injection site disorders, flu-like symptoms, elevation of liver enzymes and blood cell abnormalities. Patients, especially those with depression, seizure disorders, or liver problems, should discuss treatment with Rebif® with their doctors.

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<sup>1</sup> The exact correlation between MRI findings and the current or future clinical status of patients, including disability progression, is unknown.



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### **About multiple sclerosis**

Multiple sclerosis (MS) is a chronic, inflammatory condition of the nervous system and is the most common, non-traumatic, neurological disease in young adults. The World Health Organization estimates that up to 2.5 million people suffer from MS worldwide. While symptoms can vary, the most common symptoms of MS include blurred vision, numbness or tingling in the limbs and problems with strength and coordination. The relapsing forms of MS are the most common.

### **About EMD Serono**

EMD Serono, Inc., headquartered in Rockland, Massachusetts, is an affiliate of Merck KGaA in Darmstadt, Germany. With sales in over 90 countries, EMD Serono and its worldwide affiliates are committed to discovering and developing medicines that address unmet medical needs, integrating innovative science with comprehensive patient support systems to improve lives. EMD Serono is a world leader in reproductive health, with Gonal-f® (follitropin alpha for injection), Luveris® (lutropin alfa for injection) and Ovidrel® Prefilled Syringe (choriogonadotropin alpha injection). The company has strong market positions in neurology, with Rebif® (interferon beta-1a), as well as in metabolism and growth, with Saizen® (somatotropin (rDNA origin) for injection), Serostim® (somatotropin (rDNA origin) for injection) and Zorbtive™ (somatotropin (rDNA origin) for injection). The Company's research programs are focused on growing these businesses and on establishing new therapeutic areas, including oncology and autoimmune diseases.

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### **Forward-looking statements**

*Some of the statements in this press release are forward looking. Such statements are inherently subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements of Merck Serono S.A. and affiliates to be materially different from those expected or anticipated in the forward-looking statements. Forward-looking statements are based on Merck Serono's current expectations and assumptions, which may be affected by a number of factors, including those discussed in this press release and more fully described in Serono's Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission on February 28, 2006. These factors include any failure or delay in Merck Serono's ability to develop new products, any failure to receive anticipated regulatory approvals, any problems in commercializing current products as a result of competition or other factors, our ability to obtain reimbursement coverage for our products, the outcome of any government investigations and litigation. Merck Serono is providing this information as of the date of this press release, and has no responsibility to update the forward-looking statements contained in this press release to reflect events or circumstances occurring after the date of this press release.*

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### **About Merck KGaA, Darmstadt, Germany**

Merck is a global pharmaceutical and chemical company with sales of EUR 6.3 billion in 2006, a history that began in 1668, and a future shaped by about 35,000 employees (including Merck Serono and EMD Serono) in 56 countries. Its success is characterized by innovations from entrepreneurial employees. Merck's operating activities come under the umbrella of Merck KGaA, in which the Merck family holds a 73% interest and free shareholders own the remaining 27%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since.