

FOR IMMEDIATE RELEASE

11 March 2005

MEDIA RELEASE

**PHARMANIAGA AND TV3 JOINTLY PRESENTS
"MESTI AMBIL TAHU!"**

Kuala Lumpur, 11 March 2005 - Pharmaniaga Berhad with TV3, as its media partner, intends to reach Malaysians with its consumer awareness programme, "MESTI AMBIL TAHU!". The programme will address basic questions on medicines; its intake, efficacy and compliance.

The week long programme, that will be aired through TV3's morning talk show, Malaysia Hari Ini, in April 2005 will start with a live TV interview with a pharmacologist, Professor Dr. Zahurin Mohamed from the Medical Faculty of Universiti Malaya on the first day, followed by the airing of 2 minute "MESTI AMBIL TAHU!" segments in the following 3 days.

The programme with TV3 is only one part of Pharmaniaga's "MESTI AMBIL TAHU!" consumer awareness campaign. The overall campaign includes the launch of a "MESTI AMBIL TAHU!" booklet and an information website; www.mestiambiltahu.com where valuable basic information on medicines will be made available to the general public.

"To most of us, the phrase "MESTI AMBIL TAHU!" is quite a common phrase which loosely means that one "must find out". Today, we would like to change the usage of this phrase to one of a 'call for action' to each individual in our society to equip themselves with knowledge of things that are of importance to themselves as well as to those they care for. This is to inculcate a sense of pro-activeness in our lives rather than merely being reactive to whatever that comes our way, after it has happened. Ignorance could

prove to be detrimental," said Azhar Hussain, Managing Director of Pharmaniaga Berhad.

He added, "TV3 is the right choice for a media partner to launch "MESTI AMBIL TAHU!" as being the country's leading TV station, it's viewers would include Malaysians of all ethnic groups from all corners of the nation."

TV3's Brand Managing Group, General Manager Encik Anthony Firdauz Bujang said "With the growing population and an affluent society with dynamic lifestyles, the demand for quality health care products and services continue to increase in our country, Therefore it is TV3's responsibility to promote this health campaign to all Malaysian in order to obtain a healthy nation as to cater the changing lifestyle". He added, "we will disseminate information on health and provide insightful tips to highlight the importance of good health to TV3's viewers and public". "The public can also browse Pharmaniaga and TV3's websites to learn more about personal health, besides tuning on to our programs" he said.

- end -

ABOUT PHARMANIAGA BERHAD

Pharmaniaga Berhad is Malaysia's leading pharmaceuticals group and a member of the UEM Group. The company is driven by its core businesses in generic pharmaceuticals R&D and manufacturing, warehousing and distribution of pharmaceutical and medical products, sales & marketing, as well as hospital equipping provision of turnkey contract services. Pharmaniaga has also created a niche in healthcare IT solutions which forms the backbone of its operations.