

For fast and easy access to information provided by the pharmaceutical company

ALMIRALL UPGRADES ITS COMPANY WEBSITE www.almirall.com

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- **Highlights of the new platform include new sections such as Social Commitment and Partnering and direct access from any section to the company R&D page.**

Barcelona, 20 October 2008.- The pharmaceutical company Almirall renews its company website www.almirall.com to ensure quick and easy access to information about the company. The new online space has a contemporary design and uses the latest architecture along with updated contents.

Highlights of the new online platform include new sections such as Social Commitment and Partnering and direct access from any section to the R&D page, which shows the Almirall R&D pipeline.

Each section is comprehensively divided up to make information searching simple and effortless. The new Almirall website also contains multimedia videos about company activity and professional experiences recounted by staff members. There are also dynamic tables for selecting specific information.

According to Miriam Paris, head of Almirall Corporate Communication: *“We are endeavouring to make our company website a reference tool for its clarity and usefulness, providing easy and intuitive access when trying to find out more about our company. Meanwhile, we believe that direct access to the R&D section from any other page on the site will convey how focused and commitment our company is to research”*.

Innovative design and development

The upgraded Almirall website has been created with innovative standards in website design and development applications. Almirall has used Web 2.0 design criteria (content syndication, graphic elements that aid and encourage navigability...). Pages are developed with XHTML. 1.0 and CSS.

Functional and dynamic design

Another improvement to the website is its functional and dynamic design. The graphic elements and colours reinforce Almirall's company identity. Moreover, the website provides graphs, dynamic tables, location maps..., as well as the possibility of configuring letter size to aid reading.

About Almirall

Almirall, an international pharmaceutical company based on innovation and committed to health, headquartered in Barcelona, Spain, researches, develops, manufactures and commercialises its own R&D and licensed drugs with the aim of improving people's health and wellbeing.

The therapeutic areas on which Almirall focuses its research resources are related to the treatment of asthma, COPD (Chronic Obstructive Pulmonary Disease), rheumatoid arthritis, multiple sclerosis, psoriasis and dermatology in general.

Almirall is currently present in over 70 countries with direct presence in Europe and Latin America through 11 affiliates.

For further information please visit the website at: www.almirall.com

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