

## **PRESS RELEASE**

### **Sub: Launch of DEFINITY<sup>®</sup> Ultrasound Contrast Imaging Agent in India**

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J. B. Chemicals & Pharmaceuticals Ltd. (JBCPL) has launched **DEFINITY<sup>®</sup>** vial, an Ultrasound Contrast Imaging product in India under exclusive marketing arrangement with Lantheus Medical Imaging, Inc. USA, a worldwide leader in diagnostic medical imaging products. **DEFINITY<sup>®</sup>** is currently marketed in North America, Australia and New Zealand, parts of the Pacific Rim and several countries in the Middle East. The launch of this product is part of JBCPL's plans to grow its niche contrast media products business.

“The introduction of **DEFINITY<sup>®</sup>** in India reinforces the important role this diagnostic imaging agent can play in helping physicians across the globe make informed decisions about patient treatment and care.” said Cyrille Villeneuve, Vice President and General Manager, International, at Lantheus Medical Imaging, Inc.

“We are proud to partner with Lantheus Medical Imaging to launch **DEFINITY<sup>®</sup>** in India. **DEFINITY<sup>®</sup>** is a strategic fit for JBCPL and its addition to our product portfolio underscores our strength and continued commitment to the diagnostic medical imaging market.” said Mr. Pranabh Mody, President, J.B. Chemicals & Pharmaceuticals Ltd.

#### **About DEFINITY<sup>®</sup>**

**DEFINITY<sup>®</sup>** is a product for use in Eco-cardiograms. In India, it is also used in ultrasound test carried out to ascertain functions of kidney and liver. This product is used for improved diagnostic results and thus helps avoid multiple tests that are generally carried out. **DEFINITY<sup>®</sup>** Vial For (Perflutren Lipid Microsphere) Injectable Suspension is an ultrasound contrast agent for use in patients with suboptimal cardiograms.

Physicians are requested to contact marketing department on 3045 1553 or mail their request at [corporate@jbcpl.com](mailto:corporate@jbcpl.com) for indications, contraindications and important safety information about this new product.

### **About Lantheus Medical Imaging, Inc.**

Lantheus Medical Imaging, Inc. is a worldwide leader in diagnostic medicine for more than 50 years, and is dedicated to creating and providing pioneering medical imaging solutions to improve the treatment of human disease. The company's proven success in discovering, developing and marketing innovative medical imaging agents provides a strong platform from which to bring forward breakthrough new tools for the diagnosis and management of disease. Lantheus has more than 600 employees worldwide with headquarters in North Billerica, Massachusetts, and offices in Canada, Puerto Rico and Australia.

### **Availability of DEFINITY®**

The product is commercially available with JBCPL and interested doctors, hospitals and institutions may contact at [corporate@jbcpl.com](mailto:corporate@jbcpl.com) or call on 3045 1553 for further inquiry.

Place: Mumbai

Date : 15-07-2010

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