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**Contact:** Michele Parisi  
925/429-1850  
mparisi@biocommnetwork.com

## **CeQur SA Appoints Eric Milledge Chairman of the Board of Directors**

### **-- 34-year Johnson and Johnson Veteran Brings Vast Experience in Diabetes Device Development and Commercialization --**

**MONTREUX, Switzerland, October 6, 2009** -- CeQur SA, a company focused on the development and commercialization of insulin delivery systems to improve the management of type 2 diabetes, announced the appointment of Eric Milledge as chairman of the company's board of directors, effective immediately.

Milledge is a 34-year veteran of Johnson and Johnson Corporation (NYSE: JnJ), where he most recently served as company group chairman of Lifescan Inc., the market leader in blood glucose monitoring. During his tenure, Milledge led the acquisition of Animas Corporation, which enabled J&J to become a major force in the insulin pump arena. He also led the acquisition of Inverness Medical, a pivotal \$1.3 billion deal in the glucose monitoring space.

Previous to being named group chairman of J&J Healthcare Systems and Lifescan Inc., Milledge had served as president of Ortho Pharmaceuticals, president of Ortho-McNeil Pharmaceuticals, and as a board member of the Johnson and Johnson Development Corporation, the company's internal venture arm. Milledge retired from Johnson and Johnson in March 2006.

"Eric brings to CeQur a demonstrated ability to lead the successful development and commercialization of medical devices that improve quality of life for people with diabetes," said Jim Peterson, vice-chairman and CEO, CeQur. "We are extremely pleased to have the benefit of his vast experience to help guide our company."

CeQur is developing the CeQur™ Insulin Infuser, a discreet, wearable device that provides three days of consistent, basal insulin delivery along with on-demand bolus insulin at the push of a button. The small device comprises a disposable infuser reservoir attached to a reusable electronic monitor.

"The CeQur Insulin Infuser is a simple alternative that will offer people with type 2 diabetes freedom from multiple, daily insulin injections," said Milledge. "As people living with the disease know, maintaining glycemic control and managing multiple, daily insulin injections is a continuous challenge. I'm pleased to be part of CeQur's mission to make it easier for people with type 2 diabetes to stay in control of their disease."

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## **About CeQur SA**

CeQur SA is dedicated to developing and commercializing advanced insulin delivery systems that make it easier for people living with type 2 diabetes to comply with therapy and stay in control of their disease. The company is headquartered in Montreux, Switzerland, with operations in Nordborg, Denmark and Marlborough, Massachusetts.

CeQur was established in January 2008 as a spin out from Danfoss A/S, a large, global Danish industrial products group. The company's lead product candidate is the CeQur™ Insulin Infuser, a novel, wearable insulin delivery device that provides freedom from multiple daily injections by offering up to three days of consistent, basal insulin delivery along with bolus insulin at the push of a button. More information can be found at [www.cequrcorp.com](http://www.cequrcorp.com).

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