



## **Press Release**

### **Eurocor with new Distributor , Pyramed Ltd., in the United Kingdom and Ireland**

**Eurocor announces the appointment of Pyramed Ltd. for marketing its coronary and peripheral Drug-Eluting Balloons and other products in UK and Ireland**

**Bonn, Germany | Basingstoke UK | Dublin Ireland - 05. October 2011** - Eurocor GmbH, a leading company for endovascular and cardiovascular devices announces the appointment of Pyramed, subsidiary of United Drug Medical, a division of United Drug PLC (Ireland), as the exclusive distributor of DIOR<sup>®</sup> coronary and FREEWAY<sup>™</sup> peripheral drug-eluting balloons and other products in the UK and Ireland.

With immediate effect the separate Pyramed Cardiology and Pyramed Interventional Sales-forces and management teams will be promoting DIOR<sup>®</sup> coronary and FREEWAY<sup>™</sup> peripheral drug-eluting balloons and other products to Cardiologists and Radiologists in the UK and Ireland.

#### **Management Comments:**

Mark Harty, Managing Director at Pyramed said “Drug-eluting balloons show great promise in treating arterial disease and the market is receptive to simpler technologies that allow patients to take blood thinning medication for a shorter time than with drug coated stents. The recently announced results of the Valentines Trial demonstrate that Eurocor have an unrivalled global treatment database with drug-eluting balloons for coronary In-stent restenosis (ISR). The potential in peripheral arterial disease is also significant as overall the use of stents is lower and restenosis rates are high. Drug-eluting balloons have a role in treating peripheral in-stent restenosis, as well as diffuse and small vessel disease in infrapopliteal interventions. We look forward to working with Eurocor as we bring these exciting products to the market in the UK and Ireland”.

Jürgen Zielke, Vice President Sales Europe at Eurocor GmbH commented “We are delighted with the agreement. Pyramed’s strength and breadth in the cardiac

**Eurocor GmbH**  
**One heartbeat ahead<sup>™</sup>**

**Eurocor GmbH**  
In den Dauen 6a  
53117 Bonn  
Germany

T + 49 (0) 228 20 1500  
F + 49 (0) 228 20 1505  
pressoffice@eurocor.de  
eurocor.de

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optocircuits.com



catheterisation laboratories and radiology departments, as well as their logistic and marketing services capabilities are advantages for Eurocor in these key markets.

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#### **Media Contact**

Opto Circuits (India) Limited

Anna Beck/Nidhi Thind

Phone: 080 28521040-42

Email: [media@optoindia.com](mailto:media@optoindia.com)

#### **About Eurocor:**

Eurocor is a rapidly growing European Life Sciences Technology Corporation specializing in the research, development and manufacture of cardiovascular and endovascular products. Eurocor provides interventional physicians with innovative coronary stent technologies and special cardiovascular and endovascular devices, manufactured in Bonn. Products are indicated for minimally invasive cardiovascular and peripheral surgery and comply with biological and biomechanical principles to offer highly flexible, adaptable solutions. Extensive research and development, close clinician collaboration, outstanding quality standard philosophy and global scientific alliances lead to optimization of clinically effective technologies. Eurocor has designed an innovative method for balloon catheter drug delivery with high patient compliance. One heartbeat ahead™ – with innovative products such as DIOR® and FREEWAY™.

Eurocor GmbH is part of the Opto Circuits family.

For more information, please visit [eurocor.de](http://eurocor.de) and [optocircuits.com](http://optocircuits.com).

#### **About Pyramed**

Pyramed is an independently minded medical device distributor supplying hi-tech products to Cardiologists and Interventional Radiologists in UK, Ireland and Netherlands and is part of United Drug Medical, a division of United Drug PLC.

More information available at <http://www.pyramed.co.uk/>