



**MERZ NORTH AMERICA ANNOUNCES THE
APPOINTMENT OF PATRICK URBAN AS
HEAD OF ULTHERA BUSINESS UNIT**

GREENSBORO, N.C. – OCTOBER 15, 2014 – Merz North America (U.S. affiliate of Merz Pharma Group) today announced the appointment of Patrick Urban as Head of the Ulthera Business Unit, which was acquired by Merz earlier this year. In this role, Urban will be responsible for all of Ulthera's commercial activities in the US, including sales, marketing and commercial strategy. Urban will also join Merz's North American Leadership Team and will report directly to Bill Humphries, president and CEO of Merz North America.

"As we begin the process of integrating Ulthera's US business with Merz's North American operations, continuity of leadership remains one of our key success factors," said Bill Humphries, President and CEO of Merz North America, Inc. "Patrick has proven himself as a leader and his passion, energy and drive will be a perfect fit within Merz's North American Leadership Team. I am confident that his leadership of Ulthera's US commercial team will prove critical to our ongoing success in North America, as Merz and Ulthera work together to deliver innovations that meet the needs of our physicians and improve the well-being of patients."

As a key component of this transition, Ulthera's US commercial activities will be based in Merz's North American headquarters in Raleigh, North Carolina. Urban will be relocating to Raleigh, North Carolina in order to lead this aspect of the integration process and the Ulthera business in the US.

Urban joined Ulthera in October 2009 as the organization's first sales leader and brings 21 years of commercial experience in the U.S. pharmaceutical and medical device industries to his new role as Head of the Ulthera Business Unit. In his previous role as Vice President, U.S. Sales for Ulthera, Inc., Urban was responsible for the management of Ulthera's U.S.-based sales force, serving as a key conduit between Ulthera's National Accounts team, OUS sales force and Global Marketing function. Urban holds a Bachelor's degree in Marketing from Bloomsburg University in Pennsylvania and earned his MBA at Loyola College in Baltimore, Maryland.

About Merz North America

Merz North America is a specialty healthcare company that develops and commercializes innovative, high-quality treatment solutions in aesthetics, dermatology and neurosciences in the U.S. and Canada. Merz North America is an important contributor to the U.S. aesthetics space, offering a well-balanced range of injectable products, including the dermal fillers Radiesse® and Belotero Balance® and the neurotoxin Xeomin® (incobotulinumtoxinA), as well as the **NEOCUTIS** line of anti-aging and post-procedure skincare products. As part of the Merz Pharma Group of companies, our ambition is to become the most admired, trusted and innovative aesthetics and neurotoxin company. By

Merz North America
Mariana Smith
Corporate Communications
4215 Tudor Lane
Greensboro, NC 27410
Cell (336) 339-0172
Mariana.Smith@merz.com
www.merzusa.com

developing products that improve patients' health and help them to live better, feel better and look better, we will continue to make significant contributions to the well-being of individuals around the world. For more information about Merz and the Company's U.S. product portfolio, please visit www.merzusa.com.

About Ulthera

Ulthera, Inc. is a global, high-growth medical device company pioneering aesthetic and medical applications using its therapeutic ultrasound platform technology. The Ulthera® System is the first and only energy-based device to receive FDA clearance for a non-invasive aesthetic lift indication. It is used in a face and neck procedure known as Ultherapy®, which is cleared to lift skin on the brow, neck and under the chin and to improve lines and wrinkles of the décolleté. Founded in 2004 and located in Mesa, Arizona, Ulthera is a privately held company that was acquired by Merz Pharma Group in July 2014. For more information, please visit www.Ulthera.com.

Contact

Mariana Smith
Merz North America
Corporate Communications
4215 Tudor Lane
Greensboro, NC 27410
Phone (336) 339-0172
Mariana.Smith@merz.com

IMPORTANT SAFETY INFORMATION for XEOMIN® (incobotulinumtoxinA) INCLUDING BOXED WARNING

WARNING: DISTANT SPREAD OF TOXIN EFFECT

Postmarketing reports indicate that the effects of XEOMIN® (incobotulinumtoxinA) for injection, for intramuscular use, and all botulinum toxin products may spread from the area of injection to produce symptoms consistent with botulinum toxin effects. These may include asthenia, generalized muscle weakness, diplopia, blurred vision, ptosis, dysphagia, dysphonia, dysarthria, urinary incontinence and breathing difficulties. These symptoms have been reported hours to weeks after injection. Swallowing and breathing difficulties can be life threatening and there have been reports of death. The risk of symptoms is probably greatest in children treated for spasticity but symptoms can also occur in adults treated for spasticity and other conditions, particularly in those patients who have underlying conditions that would predispose them to these symptoms. In unapproved uses, including spasticity in children and adults, and in approved indications, cases of spread of effect have been reported at doses comparable to those used to treat cervical dystonia and at lower doses.