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FOR IMMEDIATE RELEASE

Carmel Pharma Unveils Website Redesign Today

New eLearning modules with click-through animation serve as effective education resource

COLUMBUS, OH (July 6, 2011) – Carmel Pharma, the maker of PhaSeal®, reveals website enhancements today featuring improved usability, eLearning modules with click-through animation, intuitive navigational tools and updated graphics that help users access information quickly and easily.

In addition to improved functionality, visitors to www.carmelpharma.com will find an improved eLearning section that details ‘How to Use PhaSeal’ using flash interactive technology. The step-by-step procedures are showcased with photos and animation, which provides customers with the convenience and access to proper, thorough online training.

Additional features of the redesigned website include:

- A “PhaSeal Evidence” section that highlights 19 independent, peer-reviewed studies focusing on the risks and solutions of handling hazardous drugs. Visit www.carmelpharma.com/evidence to read these studies that set Carmel Pharma apart from the competition.
- A “Product Ordering” section with new photos intended for easy recognition and improved order accuracy. Visit www.carmelpharma.com/ordering.
- Downloadable posters, videos, forms/brochures and other valuable resources. Visit www.carmelpharma.com/IFU.
- A “Media” section with news releases and Carmel Pharma media contacts, allowing customers to stay up-to-date with company news. Visit www.carmelpharma.com/newsmedia.
- A new “Homepage Slideshow” highlights company information and the latest features of PhaSeal, along with access to Carmel Pharma on social media platforms – Facebook, Twitter and YouTube. Visit www.carmelpharma.com.

The fresh, new design is part of the company’s focus to provide clarity of communication, optimize the customer’s overall experience and offer easier navigation. In coming months, additional enhancements will be introduced to further improve and simplify the site. The redesign is intended to ensure that the site remains effective and user-friendly.

“We are thrilled with the new look and improved capabilities of our website,” said David Schneider, president of Carmel Pharma, Inc. “Our goal is to provide our customers with a positive user experience using a contemporary Web presence, which offers improved navigation, better organization of content and current technology. We have created a site that is a one-stop resource for our customers.”

Go ahead and check it out at www.carmelpharma.com! We’d love to hear your comments at www.carmelpharma.com/feedback.

About Carmel Pharma (the maker of the PhaSeal System)

Carmel Pharma AB, headquartered in Gothenburg, Sweden, is the manufacturer of the PhaSeal System for the safe handling of hazardous drugs. In the United States, PhaSeal is distributed by an U.S. affiliate office, Carmel Pharma, Inc., located in Columbus, OH. The PhaSeal System has been in use in the U.S. since 1999 and implemented in more than 2000 cancer facilities, infusion centers and private practices, including M.D. Anderson and Texas Children’s in Houston, TX; City of Hope in Duarte, CA; Dana Farber Cancer Institute in Boston, MA; Vanderbilt University Medical Center in Nashville, TN; and Johns Hopkins University in Baltimore, MD, just to name a few. For more information on Carmel Pharma or the PhaSeal System, please visit www.phaseal.com or email info@carmelpharma.com. To request additional product details, high-resolution imagery, story ideas and expert references, or to learn more about the topic of safe handling from today’s clinical thought leaders, please visit www.carmelpharma.com/media or contact Laura Scherer at 614-318-2635 or laura.scherer@carmelpharma.com.

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