

For Immediate Release  
6<sup>th</sup> August 2007



## **Simcyp strengthens its activities with the appointment of Professor Malcolm Rowland as Chairman of its Scientific Advisory Board**

*The appointment will help Simcyp maintain and enhance its leadership in the field of predictive pharmacokinetic modelling*

**Sheffield, UK, 6<sup>th</sup> August 2007** – Simcyp Limited, a Biofusion portfolio company and a global leader in predictive pharmacokinetics, has announced the appointment of Malcolm Rowland, Professor Emeritus of the School of Pharmacy and Pharmaceutical Sciences at the University of Manchester, as Chairman of its Scientific Advisory Board.

Professor Rowland has an outstanding academic reputation and will add value to the development of Simcyp's market leading platform for the prediction of drug absorption and disposition, primarily in the fields of gut absorption and physiologically based pharmacokinetic - pharmacodynamic modelling.

As co-founder of the Journal of Pharmacokinetics and Pharmacodynamics prolific author and leading authority, Professor Rowland combines a unique understanding of the drug development process and a long-standing record as a highly effective advisor to the global pharmaceutical industry. He serves on the boards of major international organisations dedicated to drug research including the European Federation of Pharmaceutical Sciences (EUFEPS), the International Pharmaceutical Federation (FIP) and the Governing Board of the European Union Network of Excellence in Biosimulation.

Commenting on his new appointment, Professor Rowland stated *"I am delighted to join Simcyp as Chairman of the SAB, further contributing to the development of predictive modelling in pharmaceutical R&D. I believe that the work performed at Simcyp is both exciting and critically important for the effectiveness, reliability and progress of R&D in the future."*

Simcyp develops software and databases and provides services specifically designed to inform the processes of drug discovery and development by simulating virtual patient populations, identifying individuals at extreme medical risk and providing valuable information central to initiating clinical trials.

Commenting on the appointment, Professor Geoff Tucker, Chairman of Simcyp Limited, said: *'We are delighted that an individual of such experience is joining our Scientific Advisory Board, and we look forward to working closely with Malcolm as the Company develops into new areas of pharmacokinetic-pharmacodynamic simulation and modelling'*.

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## About Simcyp

Simcyp is a research-based company providing predictive pharmacokinetic software, workshops and consultancy services. We develop user-friendly software and databases specifically designed to predict drug absorption, clearance, distribution and metabolic drug-drug interactions from *in vitro* data. By simulating pharmacokinetics in virtual patient populations and identifying individuals at extreme risk, our software is able to accelerate drug discovery and development.

Our clients include many of the major global pharmaceutical and bioscience companies, leading academic institutes and regulatory authorities. These clients form the Simcyp Consortium, which together with an independent International Scientific Advisory Board, guide scientific development at Simcyp.

In support of its development, Simcyp obtains grants to fund research, recruitment, and expert activities. Funding bodies include: the European Union (Framework Programmes) and the UK's Department of Trade and Industry..

For further information, go to [www.simcyp.com](http://www.simcyp.com).



Project Part-Financed  
by the European Union

European Regional  
Development Fund

*BioSim*  
NETWORK OF EXCELLENCE

## About Biofusion

Biofusion was established in 2002 to commercialise university-generated IP and has signed long-term agreements with two of the UK's top ten research intensive universities (Sheffield and Cardiff), giving a combined R&D spend attributable to Biofusion of approximately £114 million a year.

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