

19 January 2012

## **Prosonix Appoints Rob Crocker as its First Head of Regulatory Affairs**

**Prosonix (Oxford, UK), an emerging pharmaceutical company developing a portfolio of enhanced respiratory medicines enabled by its novel proprietary particle engineering technology, announces the appointment of Rob Crocker as its first Head of Regulatory Affairs. Mr Crocker will be responsible for defining and implementing the regulatory strategy to underpin the development of Prosonix' emerging product pipeline.**

Mr Crocker has over 20 years' experience in pharmaceutical regulatory affairs and drug development, with significant expertise in the area of generic respiratory and inhaled medicines. Since 1999, he has been Managing Director of PhRAAction (formerly Pharmaxis), a pharmaceutical regulatory affairs and drug development consultancy, at which he was responsible for ten submissions of orally inhaled drug products to international regulatory agencies. Before that, he held senior drug development regulatory affairs positions at Boehringer Ingelheim, Ethical Generics (now Genus Pharmaceuticals), Trinity Pharmaceuticals (now Trinity Chiesi), Norton Healthcare (now Teva EU) and Glaxo Group Research (now GSK). Mr Crocker is a member of The Organisation for Professionals in Regulatory Affairs (TOPRA).

### **Commenting on the appointment, David Hipkiss, Prosonix' CEO, said:**

*"Prosonix has taken several important steps to strengthen its product development capabilities since its £11.4 million fundraising in June 2011. We recently announced the formation of a new Scientific Advisory Board and we are also building our expertise in regulatory affairs and clinical development. Rob's appointment is the next step and we expect his regulatory expertise, particularly submissions for generic respiratory medicines, to be crucial given our plans to file PSX1001, our lead drug candidate, for asthma in late 2012. We also expect him to play an important role in the planning and execution of our regulatory and clinical development strategies for PSX1002 and the PSX2000 series of combination medicines."*

### **Rob Crocker, said:**

*"Prosonix's novel approach to respiratory drug development and its unique particle engineering capabilities offer the potential to revolutionise respiratory drug development and deliver better products with significant benefits to patients. The Company is entering an exciting period of development and I am pleased to have the opportunity to contribute my regulatory expertise and experience to help it achieve its objectives of getting these new products to market."*

### **For more information, please contact:**

David Hipkiss, CEO  
+44 (0)1865 784 250  
david.hipkiss@prosonix.co.uk

Mark Swallow, Sita Shah, David Dible  
Citigate Dewe Rogerson  
+44 (0)207 638 9571  
prosonix@citigatedr.co.uk

## Notes for Editors

**About Prosonix**      [www.prosonix.co.uk](http://www.prosonix.co.uk)

Prosonix is an emerging pharmaceutical company developing a portfolio of enhanced respiratory medicines (mono and combination therapies) that could revolutionise the multi-billion dollar global market for inhaled therapies.

Its current development programmes include:

- PSX1001, a drug-only directly substitutable generic version of fluticasone propionate, a potent inhaled corticosteroid monotherapy for asthma in metered dose inhaler (MDI);
- PSX1002, a drug-only version of glycopyrrolate, a long acting muscarinic antagonist for COPD in MDI, and
- PSX2000 Series, a potentially revolutionary approach to combination therapy for respiratory diseases

Prosonix' pipeline is underpinned by its world leading expertise in pharmaceutical particle engineering and its unique, proprietary DISCUS® and UMAX® technologies. These capabilities enable Prosonix to develop 'smart' respiratory drug particles that are specifically designed to target the optimum site of action in the lung, precisely and consistently, to gain maximum clinical effect.

By controlling particle size, shape and form Prosonix can develop superior drug formulations, offering more accurate dosing and enabling the use of simple, cost-effective MDI and dry powder inhaler devices.

Prosonix raised £11.4 million in June 2011 from experienced life sciences investors including Ventech, Gilde Healthcare Partners, Entrepreneurs Fund, Quest for Growth and Solon Ventures.