

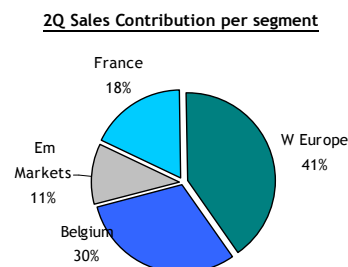
Omega Pharma delivers +3% revenue growth in first half 2010
 +2% revenue growth during second quarter driven by Belgium
 FY10 guidance has been reiterated

Nazareth (Belgium) - July 19, 2010 (5:45 pm CET) – Omega Pharma today announced its second quarter and first half 2010 trading update. Group sales for the second quarter 2010 improved by 2% to EUR 222m driven by a strong performance in Belgium (+11%) while results were mixed across the other regions. During the first half of 2010, group sales increased by +3% to EUR 424m thanks to a continued expansion in Emerging Markets.

Financial Review

Key figures for the second quarter and first half 2010 are presented below:

<i>Unaudited</i> In m EUR	Second Quarter			First Half		
	2010	2009	YoY	2010	2009	YoY
W Europe	89.2	90.3	-1%	175.7	174.9	+1%
Belgium	67.3	60.4	+11%	124.6	112.0	+11%
Em Markets	25.1	24.7	+2%	46.4	41.0	+13%
France	39.9	42.3	-6%	76.7	83.3	-8%
Group	221.5	217.6	+1.8%	423.5	411.2	+3.0%



Commenting on the results, Marc Coucke, CEO of Omega Pharma said: “The second quarter was an important transition phase during which we experienced continued strong performance in Belgium, where both OTC and Generics realized double digit growth, which demonstrates that our business model is sustainable. On the other hand, we saw a more contrasting situation in certain other European countries. In France, we see a positive development and believe that the structural turnaround is progressing well. In UK, the inflection point has been passed, with the business again stabilizing. That said, Germany remained weak but a throughout analysis is

ongoing to address the current issues. In Emerging Countries, after the strong first quarter, priority was set on the sell-outs at and the preparation of additional launches.

We truly believe that the foundation for sustainable long term growth has been set, on which we will advantage during the second half of 2010 and beyond.”

Business Review

Western Europe - During the second quarter, sales in the Western European segment dropped 1% due to the ongoing economic crisis in Greece, Portugal and Spain. In addition, Germany continued to underperform the other countries but should see a gradual improvement as the new Country Manager takes seat on September 1st. Italy and Scandinavia, on the other hand, achieved double-digit growth.

Belgium - Our Flagship remained the strongest positive contributor to growth driven by the company's key position in OTC and generics, and the prioritized approach towards branding. Overall, sales increased by 11% during the quarter.

Emerging Markets - Sales in the segment grew by only +2% (vs +31% in 1Q10) due to delayed re-stocking by wholesalers in Russia and Ukraine, slightly offset by double-digit growth in other countries including the Balkans and Turkey. That said, the sell-out numbers for the whole segment look promising and should, combined with a number of innovative projects that are in the pipeline, set the basis for double-digit growth during the second half of this year.

France - As expected, the sales figure in France continued to decline due to delayed re-stocking by wholesalers and the impact of the plant divestment completed in October last year. However, thanks to more focused sales and marketing activities towards pharmacists, selling-in orders have increased for the first time in years. As a result, management is confident to be on positive sales territory by year end.

FY10 Outlook ⁽¹⁾

Despite the difficult second quarter, as new innovative products are steadily being introduced on a country-by-country basis, the Company is on track to deliver accelerated growth during 2H10 and hence to achieve its full year sales growth target of +4%.

About Omega Pharma

Omega Pharma is a pure play in OTC with focus on prescription-free medicines and personal care products. The company's brands are clustered around five pillars, including Derma (both cosmetics and medicated skin care), Cough & Cold (including allergy), Parasites, Classics (Omega Pharma Heritage) and Multi-Locals. Since its creation in 1987, the company has

expanded from its Belgian home base into 35 countries across Europe and beyond, and is now positioned within the Top Fifteen ranking of the global OTC market.

Statement

This Trading Update was drafted by Omega Pharma's Executive Committee.

Financial Calendar

26 Aug 2010 (5:45 pm) - 1H10 Interim Financial Report

19 Oct 2010 (5:45 pm) - 3Q10 Trading Update

20 Jan 2011 (5:45 pm) - 4Q10 and FY10 Trading Update

Contact Information

Marieke Vermeersch, Investor Relations Officer

marieke.vermeersch@omega-pharma.be

Tel. +32 9 381 03 31

(1) Disclaimer: This press release contains forward-looking information based on current internal estimates and expectations as well as market expectations. Forward-looking statements involve inherent risks and apply exclusively on the date they are stated. Actual results may materially differ from those included in the forward-looking statements. Given the reduced visibility inherent to the current economic environment, such differences between expectations and reality can vary more significantly than before.