



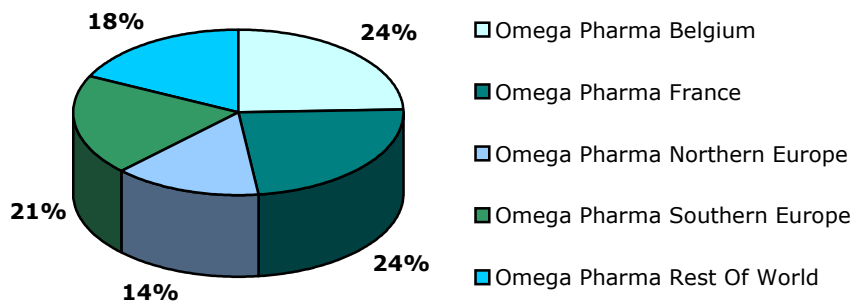
Best quarter ever in OTC for Omega Pharma

Focus on health products, innovations and growth markets begins to bear fruit

Nazareth (Belgium), 17 July 2008 (5:45 PM CET) – The consolidated turnover in the second quarter of 2008 grew 5% versus the same period last year and totalled 227.6 million euro. The evolution of the turnover per business unit is as follows:

<i>Non-audited management figures</i>	Second Quarter			First Half Year		
in EUR million	2008	2007	evolution	2008	2007	evolution
Belgium	56.4	59.7	-6%	102.9	113.9	-10%
France	53.4	52.8	+1%	100.3	98.4	+2%
Northern Europe	32.0	30.6	+5%	55.6	54.1	+3%
Southern Europe	46.4	39.3	+18%	88.6	84.1	+5%
Rest Of World	39.4	34.8	+13%	76.2	71.4	+7%
Omega Pharma (OTC)	227.6	217.2	+5%	423.6	422.0	+0%

Contribution to the consolidated turnover in the second quarter 2008



Overview by business unit

- In **Belgium**, the quarterly turnover of Omega Pharma from generic medicines has supposedly for the last time experienced a decrease. After the expected stabilization in the second half of the year, new generic versions of block buster products facing patent expiry are scheduled as of 2009. Moreover, the Belgian OTC operations grew in the second quarter thanks to various product innovations and a strong sales organization.

- The quarterly turnover in **France** grew slightly. The public debate on the future of the pharmacy monopoly resulted in a prudent purchase behavior with a great part of the customers. Thanks to numerous product innovations the French organization generated a fair result and cast the foundations for future growth.
- The 5% increase in turnover in **Northern Europe** is, as in previous quarters, to a large extent based on the continued sales growth in the Nordic countries. In addition, the German entity, which adjusted its organization in January 2008, recorded this time a slight sales growth for the quarter.
- With a 18% growth of the turnover, **Omega Southern Europe** has fully recovered from a weaker first quarter 2008. The turnover evolved positively in each country of this region, with remarkable achievements in Italy, Portugal and Switzerland.
- In the Netherlands the turnover experienced a status-quo, while the outsourcing of the commercial operations in Great-Britain did not have an optimal start (further impacted by the unfavorable currency exchange rate of the British pound). Despite these factors, there was a strong growth of the turnover in **Rest of World**. This remarkable performance comes largely on the account of the Emerging Markets (including Bittner Pharma), where the turnover was up over 25%, also supported by the first synergies in this region - i.e. the launch of Wartner in Russia, Poland and the Baltic states.

Innovation and geographic expansion in OTC

Since the carve-out of Arseus, Omega Pharma is a pure OTC company, which can entirely focus on consumer health products. This sector offers a solution to primary and secondary basic needs and is therefore only little to moderately recession-sensitive.

Omega Pharma, with a core focus on OTC and with strong sales organizations, should also be capable of outperforming the sector.

In addition, a lot of attention is paid to continuous product innovation, for which the investments - including those of the second quarter - are not only short-term related but also geared to 2009 and 2010. In this context, Mario Debel will strengthen the Executive Committee as of early August in the capacity of Head of Marketing & Innovation.

Furthermore, Omega Pharma continues its geographic expansion to the Emerging Markets in general, and to Central and Eastern Europe in particular.

The above-mentioned strategic factors enabled Omega Pharma to restore its sales growth - despite the current difficult macro-economic conditions.

In the past quarter, this strategy yielded a double-digit sales growth in not less than 9 affiliates: Denmark, Finland, Italy, Portugal, Russia, Ukraine, Poland, the Baltics and Export.

Share buy-back

Since the cancellation of 2 million bought-back shares on June 9, Omega Pharma has continued its share buy-back program with the purchase of another 500,000 treasury shares. On June 30, 2008 Omega Pharma thus owned a total of 934,994 treasury shares, which represents 3.86% of the total number of outstanding effective voting rights.

Prognosis

The sales results of the past quarter confirm the prognosis that Omega Pharma has published at its Annual Shareholders Meeting of May 5, 2008. The group forecasts a limited, yet continuing sales growth in the second half of 2008, resulting in an annual sales figure which is expected to be 3% to 7% up versus 2007.

Omega Pharma, a pure OTC play

Since its creation in 1987, Omega Pharma has grown into a multinational group with almost 1,900 staff and with operations in over 30 countries. Omega Pharma is one of the few companies dealing solely in OTC products and is poised to enter the worldwide Top Ten ranking in the market for over-the-counter medicines and personal care products.

Disclaimer: This press release contains forward-looking information which is based on current internal estimates and expectations as well as market expectations. Forward-looking statements contain inherent risks and apply exclusively on the date they are made. The actual results may differ substantially from those included in the forward-looking statements.

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Shareholder calendar

Thursday 28 August 2008 (5:45 PM CET)

Half Year 2008 Results

Thursday 11 September 2008 (10:30 AM - 3.00 PM CET):

Investors Day, Stock Exchange Brussels

Thursday 16 October 2008 (5:45 PM CET)

Trading Update 3rd Quarter 2008

Thursday 22 January 2009 (5:45 PM CET)

Trading Update 4th Quarter 2008 and FY 2008