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TARGETED DELIVERY ENABLES THE FUTURE OF PHARMA, FOOD, AND FARMING AS MARKET GROWS TO \$24.6 BILLION

Inaugural Lux Research Biosciences report analyzes how targeted delivery technologies drive innovation

New York, NY – December 11, 2008 – Every year, manufacturers of drugs, food, and pesticides spend tens of billions of dollars on active ingredients – the exotic compounds that make these products cure disease, flavor meals, and protect crops. Unfortunately, the bulk of these materials never reach their targets, raising costs, causing side effects, and polluting soil and water. Emerging targeted delivery technologies address this shortfall to the tune of tens of billions of dollars – while also pitting their providers against one another, according to a new report from Lux Research entitled “How to Evaluate Emerging Targeted Delivery Technologies.”

“Targeted delivery technologies are helping drugmakers such as Pfizer make drugs more effective against cancer, and enable new therapies for diseases like diabetes and cystic fibrosis,” said Mark Büniger, Research Director at Lux Research. “Agricultural chemical producers like FMC look to these advanced technologies to slash the use of pesticides and antibiotics, and consumer products makers like Unilever need them to make food better-tasting but lower in fat. As they grow in strategic importance, today’s \$10.1 billion market for these technologies will rise to \$24.6 billion by 2013.”

In this report, Lux Research analyzed the last ten years of scientific literature and patent activity in the field, assembled profiles of leading players, and interviewed 18 leading developers in industry and academia. The report explains how:

- Facing a \$150 billion shortfall in annual drug sales as patents expire, pharmaceutical companies are investing most in targeted delivery. Delivery technologies are rivaling new-drug discovery for strategic prominence.
- Scientific research into advanced delivery is growing and being rapidly commercialized: Scientific publications grew 100-fold since 1998; and developers filed 28,328 patents in 2007 alone. Small inventors dominate, as leading drugmakers account for just 19% of patents. Other industries look to pharmaceuticals as innovators.
- Hundreds of start-ups like Salvona, Dermazone, and Lipotec are entering the field with platform technologies that can deliver everything from small-molecule drugs to genetically-modified insulin-producing cells.

“Targeted delivery technologies will make food and personal care products resemble medicines as they increasingly seek to deliver benefits like cholesterol management, insulin delivery, and tissue repair. This will lay the ground for cross-industry collaboration and competition – as well as a slew of new ethical and regulatory questions,” said Büniger. “Owners of these technologies will have a strategic advantage in these rapidly-changing markets.”

“How to Evaluate Emerging Targeted Delivery Technologies” is part of the Lux Research Biosciences Intelligence service. Clients receive: 1) regular market overview reports; 2) ongoing technology scouting reports and proprietary data points in the weekly Lux Research Biosciences Journal; and 3) on-demand inquiry with Lux Research analysts. For information on how to become a client, contact John Schwartz at john.schwartz@luxresearchinc.com or (646) 649-9582.

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