

## Novagali Pharma announces the launch of its new fully accessible website developed by Acom Healthcare

**Evry, France, May 15, 2007** - Novagali Pharma, an emerging pharmaceutical company specialized in ophthalmology, announces today the launch of its new website developed by the communication agency Acom Healthcare. It was designed to address the need for access to the information of people suffering from visual impairments, cognitive disorders or sight-threatening conditions, who need to adapt their computer screen or use special interfaces.

Today, only a minority of websites are thought and optimized to offer a total accessibility to those who cannot use the standard graphic interfaces. Novagali Pharma, within the framework of its policy of community involvement, asked Acom Healthcare for development of a website accessible to the largest number of visitors. The result is a website which each can adapt according to his visual need without loss of information and which is available for consultation with all the audiovisual conversion tools.

Novagali worked in partnership with Christophe Sauvage, artistic director of Acom Healthcare Europe and AccessiWeb Expert in Evaluation of the BrailleNet Association:

"When we suggested to Novagali building a website structure that meets all the essential accessibility criteria, we received an enthusiastic feedback. Today, according to the French law of 2005 on integration of handicapped people, only the administrations have to provide accessible information, and by this innovative step, Novagali anticipate extension of the rule to the private sector." This site is brought to evolve on the basis of the comments and suggestions of users for a constant improvement. "With this level of accessibility, Novagali has reached a first step towards the Accessiweb's label which will be the object of an evaluation."

"We are very happy to launch this new website with an optimal accessibility whatever is the visual capacity of the visitor", comments Jérôme Martinez, President of Novagali, who adds: "The patients are in constant search for information related to their health, and they often contact us to learn more about our company and products. That is why it seemed to us essential that all the information contained in our website has to be accessible to everyone without discrimination."

This website exists in English and French version.

**About Novagali Pharma:** [www.novagali.com](http://www.novagali.com)

Novagali Pharma SA is an emerging ophthalmic pharmaceutical company based in the Genopole biocluster in Evry, France, that develops innovative products for all segments of the eye. Thanks to its proprietary technology platforms Novasorb<sup>®</sup> and Eyeject<sup>®</sup>, the company has developed a broad pipeline of innovative products addressing main ocular conditions as well as orphan diseases. Most advanced products include Vekacia<sup>®</sup>, an orphan product for treatment of vernal keratoconjunctivitis; Cationorm<sup>®</sup>, a CE marking product for dry eye relief; and Nova22007, a product for the treatment of moderate-to-severe dry eye syndrome. Founded in 2000, the firm has raised a total amount of Euro 44 million in 3 series of financing.

**About BrailleNet Association:** <http://www.brailenet.org/>

**About Accessiweb:** <http://www.accessiweb.org/>

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