

touchMS App for Canadian MS patients Now Available

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EMD Serono, a division of EMD Inc., Canada, an affiliate of Merck KGaA, Darmstadt, Germany, along with Blackoptek, launch the touchMS 1.2 App for iPhone, iPad and iPod touch, available exclusively on the App Store in Canada. touchMS is an interactive learning tool designed and developed to empower patients with multiple sclerosis to learn more about their disease and provide healthcare professionals with an engaging platform to illustrate aspects of the disease during appointments.

Toronto, Canada - EMD Serono, a division of EMD Inc., Canada, an affiliate of Merck KGaA, Darmstadt, Germany, along with Blackoptek, launch the touchMS(TM) App for iPhone, iPad and iPod touch, available exclusively on the App Store in Canada. touchMS(TM) is an interactive learning tool designed and developed to empower patients with multiple sclerosis (MS) to learn more about their disease and provide healthcare professionals with an engaging platform to illustrate aspects of the disease during appointments.

EMD Serono found that the professional version of the touchMS(TM) App, originally developed for their patients and healthcare professionals, was making a difference in how patients learned about their disease.

"As a patient-focused organization one of our primary goals is to ensure that patients have access to the best tools and resources to learn more about managing their disease," said Ina Sungaila, Head of Commercial Operations at EMD Serono, Canada. "Our patients and healthcare professionals have given us great feedback on the professional version of this app and we wanted to make it available to them on their iPhone, iPad or iPod touch for access anywhere, anytime."

Features of touchMS(TM) include 360 degree views, video and high definition graphics. This interactive app, which leverages the Multi-Touch features of iOS along with the stunning Retina display on iPhone and iPad, includes dynamic animations that inform patients of such things as the types of MS diagnosis, its symptoms, and possible treatment options.

About Multiple Sclerosis

Multiple Sclerosis (MS) is a chronic, inflammatory condition of the central nervous system and is the most common, non-traumatic, disabling neurological disease in young adults. It is estimated that approximately two million people have MS worldwide. While symptoms can vary, the most common symptoms of MS include blurred vision, numbness or tingling in the limbs and problems with strength and coordination. The relapsing forms of MS are the most common.

About Blackoptek

Blackoptek is a company from the future, investing in the emerging trends and technologies of today. Blackoptek creates dynamic proprietary platforms and works alongside Canada's premier agencies and networks to maintain their top position in mobile strategy, design, development, and execution. Blackoptek is based out of Toronto, Canada, and services some of the leading advertising agencies, brands, and broadcasters throughout the city and North America. Blackoptek has delivered over six number one applications since inception and continue to hold their reputation as one of the best names in the digital space.

About Merck Serono:

Merck Serono is the biopharmaceutical division of Merck KGaA. With headquarters in Darmstadt, Germany, Merck Serono offers leading brands in 150 countries to help patients with cancer, multiple sclerosis, infertility, endocrine and metabolic disorders as well as cardiovascular diseases. In the United States and Canada, EMD Serono operates as a

separately incorporated subsidiary of Merck Serono. Merck Serono discovers, develops, manufactures and markets prescription medicines of both chemical and biological origin in specialist indications. We have an enduring commitment to deliver novel therapies in our core focus areas of neurodegenerative diseases, oncology and rheumatology.

About Merck:

Merck is a global pharmaceutical and chemical company with total revenues of Euro10.3 billion in 2011, a history that began in 1668, and a future shaped by more than 40,000 employees in 67 countries. Its success is characterized by innovations from entrepreneurial employees. Merck's operating activities come under the umbrella of Merck KGaA, in which the Merck family holds an approximately 70% interest and free shareholders own the remaining approximately 30%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since.

Language Support:

American English and French

Device Requirements:

- * 3/4/5 Gen iPhone, iPad, or 3/4/5 Gen iPod touch
- * Requires iOS 5.0 or later
- * 102.0 MB

Pricing and Availability:

touchMS 1.2 is free and available worldwide exclusively through the App Store in the Medical category. An iPad version, is also available. French translation upon request.

EMD Serono:

<http://www.emdserono.ca>

Merck Serono:

<http://www.merckserono.com>

Merck:

<http://www.merckgroup.com>

touchMS 1.2:

<https://itunes.apple.com/ca/app/touchms/id545182375?mt=8>

Download from iTunes (French):

<https://itunes.apple.com/ca/app/touchezsep-pour-ipad/id546134479?mt=8>

Download from iTunes (iPad):

<https://itunes.apple.com/ca/app/touchms-for-ipad/id546126888?mt=8>

EMD Serono is a Division of EMD Inc., Canada, an affiliate of Merck KGaA, Darmstadt, Germany. In Canada, EMD Serono provides innovative drug therapies that address unmet medical needs in the areas of neurodegenerative diseases, fertility and endocrinology. EMD Serono employs approximately 150 people across Canada and is headquartered in Mississauga,

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