



Eastland Medical
Systems LTD

ASX Release

Eastland Invited to Present at High-level Sydney Conference: *Malaria 2012: Saving Lives in the Pacific*

The Directors of Eastland are pleased to announce that Eastland Medical Systems Ltd. have been invited to *Malaria 2012: Saving Lives in the Asia Pacific*.

Malaria 2012 is an initiative of Senator Bob Carr who earlier this year announced that Australia will host a high-level malaria conference *Malaria 2012: Saving Lives in the Asia-Pacific*, from 31 October to 2 November in Sydney, to work with regional partners in the Asia-Pacific to combat malaria.

The conference will bring together representatives of regional governments, international donors, the business sector and non-government organisations. It will culminate in a ministerial level meeting hosted by Senator Carr and the UN Special Envoy for Malaria, Mr Ray Chambers.

Eastland will be presenting two posters at the conference and will be involved in a number of meetings. Eastland's Chairman, Peter Jooste QC said; "*Malaria 2012 is a significant initiative that will help to engage Australia in combating the worldwide Malaria problem. Eastland is extremely proud to be invited to attend the conference and believe that this opportunity will allow Eastland's CEO, Stephen Carter to update the Minister, the UN Special Envoy and key Regional Partners of Eastland's progress in the ArTiMist™ project towards commercialisation of the world's first sub-lingual malaria treatment for children.*"

Further information:

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BACKGROUND

Over 1 million children die every year from malaria. The majority of deaths from severe malaria in childhood are caused by the delayed administration of effective anti-malarial treatment. There is a relentless deterioration in the clinical condition of a young child with malaria who fails to get effective treatment, with death ensuing in a matter of hours or days. Any successful attempt to reduce mortality from malaria will have to explore novel possibilities for minimising such delays.

ArTiMist™ treatment is administered sub-lingually or under the tongue and enters the bloodstream where the parasite lives, attacking at a far greater speed than conventional tablets and reducing the need for continued hospitalisation whilst presenting significant potential cost savings to governments and relief organisations. ArTiMist™ is especially effective in the treatment of children and young infants who are experiencing malaria-related and gastro-intestinal problems and cannot tolerate tablet treatments.

- ArTiMist™ addresses major global un-met medical need in the treatment of children with severe malaria.
- 2 patent families, granted in some countries and undergoing examination via PCT in others.
- Progressing rapidly to commercialisation of world's first sub-lingual malaria treatment for children.
- ArTiMist™ was identified by Thompson Reuters as one of the 5 most promising drugs in Phase III clinical development.