

# Major Partnership with Kidney Health Australia

## FOR IMMEDIATE RELEASE

**25 May 2010**

Pharmaceutical and Healthcare Group, Stirling Products Limited (ASX:STI) Is pleased to advise the Company and Kidney Health Australia have entered into an exciting national partnership.

The partnering was announced yesterday at the launch of Kidney Health Week by Her Excellency the Governor-General of Australia Ms. Quentin Bryce at Admiralty House in Sydney who also recognized a number of key contributors to Kidney Health Australia, including Mr. Bob Pritchard, a consultant to Stirling Health and an Ambassador for Kidney Health Australia.

Valued at \$750,000, over five years, the partnership represents a major contribution that will help Kidney Health Australia address national community awareness of kidney related disease that claims the lives of over 50 Australians each and every day.

**The partnership will underpin new Kidney Health Australia initiatives and will provide substantial mutual cross promotion and branding opportunities. It will also support the development of new products specifically for kidney patients through Stirling Health, the pharmacy products and marketing arm of Stirling Products in Australia.**

Through the partnership the parties expect to shortly advise of the first of a product partnering that will be marketed throughout national pharmacies by Stirling Health, the Company's recently launched pharmacy brand. Importantly, the Company expects substantial and increased 'Stirling Health' brand awareness through the reciprocal cross branding and cross promotion aspects of the partnership that in a stand-alone situation would currently be outside the Company's budgetary provisions. The Company is therefore delighted to be able to achieve this remarkable branding leverage over a 5 year term whilst at the same time providing substantial support to promote the awareness of early detection and prevention of kidney disease.

Chair of Kidney Health Australia Mr. Vin Harink said *"the partnership comes at a time when the organization is addressing new strategic priorities through to 2020. Kidney Health Australia relies on the support of the Australian community to underpin its work and the support of corporate partners like Stirling Products is crucial to our programs in early detection, prevention and management of kidney disease"*.

Peter Boonen, Managing Director of Stirling Products, today said: *"The community greatly appreciates the work of Kidney Health Australia within a sector of the health market that Stirling regards as critical to the health and wellbeing of Australians. Kidney disease is a 'silent killer' - it is often diagnosed when it's too late. In many cases early detection, prevention, and a healthy lifestyle may halt the disease and slow its progression to end stage"*.

Stirling Products recently launched Stirling Health, its Australian Pharmacy business, which has commenced to market the first of a range of clinically supported natural products that when combined with a healthy diet and exercise tackle chronic disease prevention and management.

Mr. Boonen added: *"The inclusion of specifically targeted kidney health products is one of our current initiatives and we believe our Kidney Health Australia partnership is a wonderful opportunity for us to create an awareness of our new **Stirling Health** brand. More importantly, the new partnership promises to increase public awareness and will also deliver benefits to the many people in Australia living with chronic kidney disease (CKD) – as it has in other parts of the world."*

Anne Wilson, Managing Director of Kidney Health Australia added that *"at a time when **over 50 people a day die of Kidney related disease in Australia, over 1000 others are on a 4 to 7 year waitlist for a kidney transplant and a further 10,000 requiring dialysis just to stay alive**, Stirling's wonderful contribution is a godsend to us. I can't express how much it is needed and how much it is appreciated."*

Mr. Neil Covey, Sales and Marketing Director of Stirling Products, concluded: *"We are honored, as a small pharmaceutical group to have been included in the formalities at Admiralty House during the launch of Kidney Health Week by Her Excellency the Governor-General. We also very much look forward to the forthcoming finalisation of a number of product marketing initiatives with Kidney Health Australia, the first of which we expect to be able to advise the market of during the course of next month."*

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**For further information see [www.stirlingproducts.net](http://www.stirlingproducts.net) or contact:**

Peter Boonen

Managing Director

Stirling Products Limited

Ph: +61 2 9299 9270

E: [peter.boonen@stirlingproducts.net](mailto:peter.boonen@stirlingproducts.net)

**For all Investor Relations inquiries please contact:**

James Moses

Mandate Corporate

Ph: +61 420 991 574

E: [james@mandatecorporate.com.au](mailto:james@mandatecorporate.com.au)

**STIRLING PRODUCTS LIMITED**

ABN 32 077 105 429

Level 1, 275 George Street SYDNEY NSW Australia

p. +61 2 9299 9270 f. +61 2 9299 9276 w. [stirlingproducts.net](http://stirlingproducts.net)

