

# Media Coverage

**Company:** AusBiotech  
**Publication:** The Pharma Letter  
**Date:** 19/10/11  
**Page:** Online

Buchan

Business Strategy | Communication | Public Policy

The screenshot shows the Pharma Letter website interface. At the top, there is a navigation bar with links for 'ABOUT US', 'CONTACT US', 'RSS', and the date '19 October 2011'. A search bar is also present. Below the navigation is a large banner with the text 'full access to the site free for 7 days' and a 'SIGN UP NOW' button. The main content area features the article title 'AusBiotech 2011: Life science down south' with a sub-headline 'News | 14 October 2011'. The article text begins with 'While Victoria and Queensland continue to get the lion's share of attention when it comes to biotechnology, South Australia has been quietly beavering away to the point where it is beginning to challenge the eastern states in the biotech stakes. ...'. Below the text is a link to the full article at 'Australian Life Scientist' with a note '(This link will open in a new window)'. To the right of the article is a sidebar with 'Related Articles' (none listed) and 'Latest Articles' including 'US Senators Kohl and Grassley urge "Super Committee" to encourage generic competition', 'Johnson & Johnson beats forecasts, despite profit downturn in 3rd-qttr 2011', 'Top EU firms increase investment in innovation, but lag behind global competitors', 'Lux Biosciences withdraws European marketing application for uveitis drug Luveniq', and 'Flutiform review to take longer than expected, says SkyePharma'.

<Link to Australian Life Scientist article from same day>