Biogen Idec Becomes Biogen

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New Corporate Identity and Brand Reflect Company's Heritage and Commitment to Patients and Science

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Effective today, Biogen Idec is known simply as Biogen (NASDAQ: BIIB). The company has introduced a new corporate identity and logo that reflect both its evolution and focus on bringing forth new therapies in areas of high unmet need – while honoring Biogen's scientific heritage and legacy as a pioneer in the biotechnology industry. For more information and to read a letter about today's announcement from Chief Executive Officer George A. Scangos, Ph.D., visit the company's new website at www.biogen.com.

Biogen Idec was created in 2003 through the merger of Biogen and IDEC Pharmaceuticals, creating one of the world's leading research-based life sciences organizations. The company has since focused its research and commercial efforts in three core areas: neurology, immunology and hematology.

Biogen's common stock will continue to trade on the Nasdaq Global Select Market under the symbol "BIIB," and its CUSIP number will not change.

About Biogen

Through cutting-edge science and medicine, Biogen discovers, develops and delivers to patients worldwide innovative therapies for the treatment of neurodegenerative diseases, hematologic conditions and autoimmune disorders. Founded in 1978, Biogen is one of the world's oldest independent biotechnology companies and patients worldwide benefit from its leading multiple sclerosis and innovative hemophilia therapies. For product labeling, press releases and additional information about the company, please visit www.biogen.com.

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