



Biogen Idec Promotes Tony Kingsley to Run Global Commercial Operations

September 29, 2011

-- Has been instrumental in reinvigorating U.S. Commercial Operations --

WESTON, Mass.--(BUSINESS WIRE)--[Biogen Idec](#) (NASDAQ: BIIB) today announced that Tony Kingsley has been promoted to Executive Vice President, Global Commercial Operations, effective Nov. 7. Kingsley, 48, will oversee development and execution of Biogen Idec's global commercial business strategies, reporting directly to Chief Executive Officer George A. Scangos, Ph.D. Dr. Francesco Granata, 60, who has headed global commercial operations since early 2010, is leaving to pursue other opportunities but will remain at the company through the end of February to help ensure a smooth transition.

Since January 2010, Mr. Kingsley has served as Biogen Idec's Senior Vice President of U.S. Commercial Operations, responsible for all U.S. commercial functions, including marketing, sales, market access, patient services, training and sales operations. Before joining Biogen Idec, he was Senior Vice President and General Manager, Gynecological Surgical Products at Hologic, Inc., and Division President, Diagnostic Products, at Cytoc Corp. In those roles, Mr. Kingsley ran global functions in commercial, manufacturing and R&D. Prior to that, he was a Partner at McKinsey & Co., Inc., where he worked with global biotechnology, pharmaceutical and medical device companies to improve their performance and drive revenue and earnings growth.

"Tony has demonstrated exceptional leadership since joining Biogen Idec, including playing a key role in strengthening U.S. [AVONEX](#) sales, growing [TYSABRI](#) sales and advancing our risk-stratification strategy for TYSABRI," said Dr. Scangos. "Tony exemplifies the high-impact talent that we value at Biogen Idec. With his combination of strategic insight and operational expertise, I am confident he is the right person to build on the positive momentum in our global commercial business and prepare the organization for the potential launch of multiple products in the next several years."

Dr. Scangos added, "Francesco's leadership has been instrumental to the success of our global commercial operations, including the launch of FAMPYRA in EU and the commercial

availability of the JCV assay in the EU and US. We want to recognize the important role he has played in strengthening the commercial organization and positioning Biogen Idec for the next phase of our growth as a company. We thank him for his many contributions and wish him well in his future endeavors."

Mr. Kingsley said, "With our strong global reach, talented work force and enviable late-stage pipeline, Biogen Idec is well positioned to bring to market therapies that make a real difference in the lives of patients with devastating diseases like multiple sclerosis, ALS and hemophilia. I am excited about my new role and look forward to working with the other members of the commercial team to ensure that our organization continues to be a core strength and competitive advantage for the company."

About Biogen Idec

Biogen Idec uses cutting-edge science to discover, develop, manufacture and market therapies for serious diseases with a focus on neurology, immunology and hemophilia. Founded in 1978, Biogen Idec is the world's oldest independent biotechnology company. Patients worldwide benefit from its leading multiple sclerosis therapies, and the company generates more than \$4 billion in annual revenues. For product labeling, press releases and additional information about the company, please visit www.biogenidec.com.

Biogen Idec Safe Harbor

This press release contains forward-looking statements, including statements about product development and commercialization. These forward-looking statements may be accompanied by such words as "anticipate," "believe," "estimate," "expect," "forecast," "intend," "may," "plan," "will" and other words and terms of similar meaning. You should not place undue reliance on these statements. Drug development and commercialization involve a high degree of risk. Factors which could cause actual results to differ materially from our current expectations include the risk that adverse safety events may occur, regulatory authorities may require additional information or may fail to approve any potential new therapy, reimbursement for our products may be limited or unavailable, we may encounter problems with our manufacturing processes, we may be unable to adequately protect our intellectual property rights, and the other risks and uncertainties that are described in the Risk Factors section of our most recent annual or quarterly report and in other reports we have filed with the SEC. These statements are based on our current beliefs and expectations and speak only as of the date of this press release. We do not undertake any obligation to publicly update any forward-looking statements.

Contact:

Biogen Idec Media Contact:
Naomi Aoki, 781-464-3260
Director, Public Affairs

or

Biogen Idec Investor Relations Contact:
Kia Khaleghpour, 781-464-2442
Associate Director, Investor Relations