



Biogen Idec Adds Senior Leadership to Commercial and Medical Operations

January 7, 2010

CAMBRIDGE, Mass.--([BUSINESS WIRE](#))--[Biogen Idec](#) (NASDAQ: BIIB), a global biotechnology leader in the discovery, development, manufacturing and commercialization of innovative therapies, today announced that Francesco Granata has been named Executive Vice President of Global Commercial Operations. In addition, Tony Kingsley has been appointed Senior Vice President of U.S. Commercial Operations, and Dr. Frederick Munschauer has been named Vice President of U.S. Medical Affairs.

"Today's appointments are an important step for Biogen Idec's commercial and medical operations and will be instrumental to our efforts to drive strong product revenue growth," said Robert A. Hamm, Chief Operating Officer of Biogen Idec. "As we continue to take meaningful steps to enhance our AVONEX business and drive additional TYSABRI growth, Francesco and Tony's deep industry experience in developing and executing successful commercial strategies and Rick's distinguished medical leadership in neurology further augment our ability to focus on these core products. We welcome them to the Company and look forward to their contributions."

Dr. Granata said, "I am excited to join Biogen Idec, a clear leader in developing first-in-class and best-in-class therapies in areas of high unmet medical needs. I look forward to working with this talented team and helping to further drive the tremendous growth potential in Biogen Idec's products and pipeline."

Dr. Granata has more than 30 years of experience developing and successfully executing global commercial business strategies and leading significant biotech and pharmaceutical organizations. Most recently, he served as a Group Vice President at Schering-Plough Corp., where he oversaw commercial regions representing more than \$5 billion in sales. Prior to joining Schering-Plough, he held executive commercial leadership positions at Pharmacia Corp. and Pfizer Inc. At Biogen Idec, he will be responsible for commercial operations worldwide, Global Commercial Strategy and Global Medical Affairs.

Mr. Kingsley most recently served as Senior Vice President and General Manager, GYN Surgical Products at Hologic, Inc., where he was responsible for sales, marketing, research and development, and operations. Prior to that, he was Division President, Diagnostic Products at Cytoc Corp. As Biogen Idec's Senior Vice President of U.S. Commercial Operations, Mr. Kingsley will be responsible for all U.S. commercial functions, including Marketing and Sales for Neurology, Oncology and Rheumatology, Market Access, Patient Services, Training, and Sales Operations.

Dr. Munschauer, a distinguished neurologist and professor, joins Biogen Idec from SUNY at Buffalo School of Medicine, where he has held various positions since 1985 and most recently served as the Irvin & Rosemary Smith Professor in the Department of Neurology and Chair of the Department of Neurology. Dr. Munschauer was instrumental in the development of AVONEX, conducting critical clinical trials from the original Phase 1 dose-finding studies through Phase 3 and late Phase 4 clinical development. In addition to his role within Biogen's Commercial unit as head of US Medical Affairs, Dr. Munschauer will also work closely with Neurology Research and Development.

About Biogen Idec

Biogen Idec creates new standards of care in therapeutic areas with high unmet medical needs. Founded in 1978, Biogen Idec is a global leader in the discovery, development, manufacturing, and commercialization of innovative therapies. Patients in more than 90 countries benefit from Biogen Idec's significant products that address diseases such as lymphoma, multiple sclerosis, and rheumatoid arthritis. For product labeling, press releases and additional information about the company, please visit www.biogenidec.com.

Contact:

Biogen Idec Media:
Naomi Aoki, 617-914-6524
Director, Public Affairs

or
Biogen Idec Investor Relations:
Eric Hoffman, 617-679-2812
Director, Investor Relations