Strongbridge Biopharma plc Expands Commercial Capabilities with Two Rare Disease Executive Hires

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Dave Bonnell and Scott Wilhoit to Focus on Sales, Marketing, and Market Access and Patient Services

DUBLIN, Ireland and TREVOSE, Pa., Jan. 09, 2017 (GLOBE NEWSWIRE) -- Strongbridge Biopharma plc, (Nasdaq:SBBP), a global commercial-stage biopharmaceutical company focused on the development and commercialization of therapies for rare diseases with significant unmet needs, today announced the expansion of its rare disease commercial capabilities with the hiring of Dave Bonnell, senior vice president of sales and marketing, and Scott Wilhoit, senior vice president, global market access and patient services.

“We are excited to welcome both Dave and Scott to the Strongbridge team at such a transformative time for the Company,” said Matthew Pauls, president and chief executive officer of Strongbridge. “In these new senior leadership positions, Dave will be responsible for sales and marketing efforts, including the construction of an experienced rare disease sales force, and Scott will lead all aspects of market access, including reimbursement and patient services. Their collective industry expertise in rare diseases, along with their passion and proven success in launching orphan therapies, will be invaluable as Strongbridge prepares to launch its first product, KEVEYIS® (dichlorphenamide), in the U.S. market this year.”

Dave has more than 25 years of commercial experience within the biopharmaceutical industry. Before joining Strongbridge, he served as vice president, rare disease and GI specialty sales at Shire Pharmaceuticals, where he directed multiple highly-specialized sales teams, focused on two rare diseases: hypoparathyroidism and short bowel syndrome. Prior, Dave served as vice president, neuroscience sales at Shire, where he successfully led the ADHD sales organization. In addition, Dave served in a variety of sales and marketing leadership positions at AstraZeneca and holds a B.S. in business administration from Central Michigan University.

Scott brings nearly 30 years of industry experience, most of which has been focused within market and patient access in the rare disease category. He most recently served as vice president, market and patient access at Marathon Pharmaceuticals, where he designed and developed the access strategy, including a comprehensive patient services and distribution model. Previously, he served as vice president, market access and health services at PTC Therapeutics, leading the pre-launch market access strategy and tactical planning efforts for the company’s Duchenne Muscular Dystrophy treatment. In addition, Scott served as vice president, pricing, access and patient services at NPS Pharmaceuticals Inc., where he was responsible for market access readiness planning and execution for the company’s first commercial product, and led the global effort to develop commercial pricing, distribution network, and core patient services strategies for the company’s second rare disease product. Scott has also served in a variety of positions with increasing responsibility at Clarus Therapeutics, Auxilium Pharmaceuticals, Biovail Corporation and Johnson & Johnson. Scott served as a Field Artillery Officer in the U.S. Army and holds a B.S. in criminology from Missouri Western State University.

About Strongbridge Biopharma
Strongbridge Biopharma is a global commercial-stage biopharmaceutical company focused on the development and commercialization of therapies for rare diseases with significant unmet needs. Strongbridge's first commercial product is KEVEYIS® (dichlorphenamide), the first and only FDA-approved treatment for hyperkalemic, hypokalemic, and related variants of Primary Periodic Paralysis. KEVEYIS has orphan drug exclusivity status in the U.S. through August 7, 2022. In addition to establishing this neuromuscular disease franchise, the Company has a clinical-stage pipeline of therapies for rare endocrine diseases. Strongbridge's lead compounds include COR-003 (levoketoconazole), a cortisol synthesis inhibitor currently being studied for the treatment of endogenous Cushing's syndrome, and COR-005, a next-generation somatostatin analog (SSA) being investigated for the treatment of acromegaly, with potential additional applications in Cushing's syndrome and neuroendocrine tumors. Both COR-003 and COR-005 have received orphan designation from the U.S. Food and Drug Administration and the European Medicines Agency. For more information, visit www.strongbridgebio.com.

ABOUT KEVEYIS

KEVEYIS® Indication

KEVEYIS® (dichlorphenamide) is indicated for the treatment of primary hyperkalemic periodic paralysis, primary hypokalemic periodic paralysis, and related variants.

KEVEYIS Important Safety Information

In clinical studies, the most common side effects of KEVEYIS were a numbness or tingling, difficulty thinking and paying attention, changes in taste, and confusion. These are not all of the possible side effects that you may experience with KEVEYIS. Talk to your doctor if you have any symptoms that bother you or do not go away.

KEVEYIS is not for everyone. Do not take KEVEYIS if you:

- Are on a high-dose aspirin regimen
- Are allergic to sulfa-based drugs
- Have liver, kidney, or certain lung conditions
- Are pregnant, planning to become pregnant, or nursing
- Are under 18 years old

Taking KEVEYIS may cause a drop in the amount of potassium (an electrolyte) in your body, which can lead to heart problems. Ask your doctor if you need to eat foods that contain high amounts of potassium while taking KEVEYIS.

Your body may produce too much acid or may not be able to remove enough acid from body fluids while taking KEVEYIS. Your doctor will run tests on a regular basis to check for signs of acid buildup and may reduce your dose or stop your treatment with KEVEYIS.

KEVEYIS may also increase the risk of falls, especially in elderly patients and patients taking high doses of KEVEYIS. Use caution when driving, operating machinery, or performing any other hazardous activities while taking KEVEYIS, as this medication may cause drowsiness.

You are encouraged to report side effects to Strongbridge Biopharma at 1-855-324-8912, or to the FDA at 1-800-FDA-1088 or visit www.fda.gov/medwatch/. For more information, go to www.keveyis.com.

For additional KEVEYIS important safety information, please see full prescribing information at www.keveyis.com.

Forward-Looking Statements

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, contained in this press release, are forward-looking statements. These statements relate to future events and involve known and unknown risks, including, without limitation, uncertainties regarding Strongbridge's strategy, plans, and objectives of management for future operations. The words "anticipate," "estimate," "expect," "intend," "may," "plan," "potential," "project," "target," "will," "would," or the negative of these terms or other similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. These forward-looking statements are based on current expectations, estimates, forecasts and projections and are not guarantees of future performance or development and involve known and unknown risks, uncertainties and other factors. The forward-looking statements contained in this press release are made as of the date of this press release, and Strongbridge Biopharma does not assume any obligation to update any forward-looking statements except as required by applicable law.

Contacts:

Corporate and Media Relations
Elixir Health Public Relations
Lindsay Rocco
+1 862-596-1304
lrocco@elixirhealthpr.com

Investor Relations
The Trout Group
Marcy Nanus
+1 646-378-2927
mnanus@troutgroup.com

USA
900 Northbrook Drive
Suite 200
Trevose, PA 19053
Tel. +1 610-254-9200
Fax. +1 215-355-7389

Strongbridge Biopharma plc