

**Perrigo Launches New Branded Dietary Supplement Product
Signs Licensing Agreement With Sierra Medicinals of the StarMed Group**

PRNewswire-FirstCall
ALLEGAN, Mich.

The Perrigo Company (NASDAQ: PRGO) announced today it has signed a licensing agreement with Sierra Medicinals, Inc. to manufacture and market the Dr. Steven Rosenblatt brand dietary supplement, offering another area for growth for the nation's largest manufacturer of over-the-counter (OTC) pharmaceutical and nutritional products.

Dr. Rosenblatt is President of Sierra Medicinals, a wholly owned subsidiary of the StarMed Group. "Dr. Rosenblatt is a highly-respected, leading authority in the fields of complementary and traditional medicine," said Scott Sensenbrenner, director of Marketing for Perrigo's Nutrition Division. "His starch-blocking diet strategy is based on more than 30 years of clinical testing and research.

"We recognize that the nutrition marketplace is fast-paced and companies that are the first to bring innovative, effective products to market enjoy a competitive advantage. We will be supporting the launch with a nationwide advertising campaign behind the Dr. Steven Rosenblatt's Starch Blocker brand that kicks off this month and continues in to next year," continued Sensenbrenner.

The first product Perrigo will introduce under the Dr. Steven Rosenblatt brand is Dr. Steven Rosenblatt's Starch Blocker. The ephedra-free product contains Phase 2™ starch neutralizer, which helps to block carbohydrate absorption from starchy food, preventing calories from turning into sugar in the body and aiding in the weight loss process.

In addition to being the president and chairman of the board of Sierra Medicinals, Inc., Dr. Steven Rosenblatt is the co-author of the popular book "The Starch Blocker Diet" published in 2003 by Harper Collins, and is a former director of the Complementary Medicine Program at Cedars-Sinai Medical Center in Los Angeles.

"Perrigo has been a high-quality manufacturer of OTC and nutritional products for more than a century," said Dr. Rosenblatt.

"We were impressed by Perrigo's thorough product safety and efficacy research, which is why we chose to partner with them on this endeavor. I am confident that consumers who follow a healthy diet and lifestyle will benefit greatly from this product," he added.

Perrigo Company is the nation's largest manufacturer of over-the-counter (non-prescription) pharmaceutical and nutritional products sold by supermarket, drug, and mass merchandise chains under their own labels. The Company's products include over-the-counter pharmaceuticals such as analgesics, cough and cold remedies, gastrointestinal, and feminine hygiene products, and nutritional products, such as vitamins, nutritional supplements and nutritional drinks. Visit Perrigo on the Internet (www.perrigo.com).

Sierra Medicinals, Inc. is a wholly owned subsidiary of StarMed Group and is a medical doctor-led organization that has interest in high quality natural medicines for illnesses that are not effectively treated with prescription medications. www.sierramed.com.

SOURCE: Perrigo Company

CONTACT: Ernest J. Schenk, Manager, Investor Relations and Communication
of Perrigo Company, +1-269-673-9212, E-mail: eschenk@perrigo.com

Web site: <http://www.perrigo.com/>
<http://www.sierramed.com/>

<https://investor.perrigo.com/2003-09-03-Perrigo-Launches-New-Branded-Dietary-Supplement-Product>