

## **MERUS LABS INTERNATIONAL INC.**

### **ANNOUNCES APPOINTMENT: HEAD OF EUROPEAN OPERATIONS**

**Toronto, August 1, 2012 - Merus Labs International Inc.** (“Merus” or the “Company”) [TSX: MSL, NASDAQ: MSLI] is pleased to announce that Dr. Ulrich Schoeberl has been appointed Managing Director of Merus Labs Luxco SARL, which is the Company’s wholly owned European subsidiary established to manage future European product acquisitions as well as its recent acquisition from Novartis Pharma AG of Emselex®/Enablex® (darifenacin) extended release tablets indicated for the treatment of overactive bladder.

Since 1997, Dr. Schoeberl has worked for Boehringer Ingelheim, a multinational European based pharmaceutical company, in various management and corporate development positions both in Europe and in North America. His most recent position was that of Managing Director of Boehringer Ingelheim Switzerland and he previously headed Strategic Planning and M&A at the world headquarters of Boehringer Ingelheim in Germany. Prior to joining Boehringer Ingelheim, he was a management consultant at McKinsey & Co. within their health care practice. Dr. Schoeberl obtained his Ph.D. in Chemistry at the University of Regensburg and worked as a post-doctoral fellow at the University of Colorado in Boulder.

“Dr. Schoeberl has an excellent knowledge of the European pharmaceutical industry and has extensive expertise in leadership roles in both operations and corporate development which will serve Merus well in its efforts to drive growth going forward. We are pleased to welcome Dr. Schoeberl to Merus and look forward to his contribution which will strengthen the existing executive team,” said Elie Farah, President and CEO of Merus Labs International Inc.

#### **About Merus Labs International Inc.**

Merus is a specialty pharmaceutical company engaged in the acquisition and licensing of pharmaceutical products. The Company utilizes its expertise in pharmaceutical markets and its access to capital to acquire and license niche branded products. Merus further enhances the sale and distribution of these products by the introduction of a focused marketing and promotion plan.

#### **Cautionary Statement**

Certain statements contained in this press release may constitute “forward-looking statements” within the meaning of Section 21E (i) (1) of the United States Securities Exchange Act of 1934. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause Merus’ actual results to be materially different from any future results expressed or implied by these statements. Such factors include the following: general economic and business conditions, changes in demand for Merus’ products, changes in competition, the ability of Merus to integrate acquisitions or complete future acquisitions, interest rate fluctuations, currency exchange rate fluctuations, dependence upon and availability of qualified personnel and changes in government regulation. In light of these and other uncertainties, the forward-looking statements included in this press release should not be regarded as a representation by Merus that Merus’ plans and objectives will be achieved. These forward-looking

statements speak only as of the date of this press release, and we undertake no obligation to update or revise the statements.

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