



British company set to challenge US Sites for erectile dysfunction market

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Firstmed UK announces expansion eastwards in an attempt to secure a piece of the lucrative Japanese market.

PR9.NET October 27, 2006 - Firstmed, the UK's leading online Erectile Dysfunction and Male Impotence Specialist announced today that they intend to expand eastwards in an attempt to secure a piece of the lucrative Japanese market for online ED treatments.

It is estimated that six to seven million men suffer impotence in Japan. However, the Japanese government has placed a ban on all online prescriptions. This means that Japanese doctors and pharmacies are unable to operate online and outside of physically walking to a clinic near them, obtaining treatment is impossible. However, the Japanese government does not restrict people from importing prescription drugs from foreign sites.

Most Japanese men are forced to play pharmaceutical roulette, buying drugs online from unregulated foreign pharmacies, predominately from the US. Many of these unscrupulous rogue sites offer fraudulent products at discount prices. These drugs, manufactured with no regulatory oversight may not elicit the expected response and may be harmful.

Firstmed is regulated by the MHRA (Medicines and Healthcare products Regulatory Agency) and provides only genuine branded medicines via UK-registered doctors and pharmacies. According to the Senior Marketing Manager James Kirby, "We will be providing the first true online prescription service with a pre-diagnosis procedure for Japanese men, allowing them to access the necessary information and advice about the condition ED to make an educated decision as to which treatment is right for them and then purchase the medication safely and discretely for their full piece of mind. We are aiming to show that dealing with ED through the Internet is not always about taking risks and chances with your health, it is about trusting a respected brand that has already helped over 25,000 customers."

For further information contact James Kirby at info@firstmed.co.uk or call +44 (0)870 199 5287.

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About FirstMed Corporation

Firstmed is a leading UK-based and registered supplier of erectile dysfunction information and treatments. For more information about treating ED or for further details about the company contact info@firstmed.co.uk or call +44 (0)870 199 5287. <http://www.firstmed.co.uk>

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