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For Immediate Release

Victory Pharma Inc. Announces Launch of NAPRELAN[®] Dose Card

SAN DIEGO (November 23, 2009) - Victory Pharma, Inc. (“Victory”) announced today the launch of NAPRELAN[®] Dose Card, a further extension of Victory’s NAPRELAN franchise.

NAPRELAN Dose Card is designed for patients who require relief from mild to moderate pain and inflammation associated with primary dysmenorrhea and acute tendinitis and bursitis. It is also designed for patients suffering from rheumatoid arthritis or osteoarthritis who may be receiving other therapies and need additional anti-inflammatory/analgesic activity for a limited time. The Dose Card provides a ten day, tapered dose regimen in a single blister pack, with three days of NAPRELAN therapy at the maximum daily dose of 1,500 mg (i.e., two 750 mg tablets), followed by a taper to 1,000 mg per day (two 500 mg tablets) for an additional seven days of therapy.

Commenting on NAPRELAN Dose Card, Victory’s Chief Executive Officer Matthew Heck stated, “This product concept is the result of substantial input from our clinical advisors and other members of the pain management community. It was designed to enable healthcare providers to treat pain and inflammation aggressively for a limited period of time and then taper NAPRELAN back to a standard dosage strength. This customized dosage regimen in a single prescription and product configuration will aid in patient compliance. We are excited about the prospects for NAPRELAN Dose Card based upon market feedback.”

Victory will promote NAPRELAN Dose Card through its 160 person U.S. field sales organization.

About Victory Pharma

Founded in 2003, Victory Pharma, Inc. is a privately held specialty pharmaceutical company headquartered in San Diego, CA focused on acquiring, developing, and marketing products to treat pain and related conditions. Victory markets its lead product, NAPRELAN[®] (naproxen sodium) Controlled-Release Tablets and other pain products to pain management specialists, rheumatologists, orthopedic surgeons, and selected primary care physicians through its physician office-based field sales force. Victory is also developing proprietary products for the treatment of chronic pain and common opioid-induced side effects. Further information regarding Victory Pharma is available at www.victorypharma.com.

NAPRELAN[®] is a trademark of Elan Corporation, plc.

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