



For Immediate Release

VICTORY PHARMA LAUNCHES PROPRIETARY SALES FORCE IN NORTH AMERICA TO PROMOTE PAIN AND PAIN RELATED THERAPEUTICS

SAN DIEGO, CA (November 13, 2006) – Victory Pharma, Inc. announced today the introduction of its specialty sales force to promote recently acquired pain and pain-related products. Victory's sales organization will focus promotional efforts to select health care professionals in primary care and specialty practice within the United States.

“The recent product acquisitions and sales force deployment align with Victory’s corporate strategy to acquire, develop and commercialize pain and pain related products”, said Matt Heck, President of Victory Pharma. “Victory has successfully transitioned to a commercialization company.” “We view the sales organization as a critical strategic component which further expands Victory’s presence in the pain specialty pharmaceutical arena. Victory will continue to develop and acquire products that further expand the growth of the company and efficiency of the sales organization.”

The field of pain management is growing rapidly. According to Jain PharmaBiotech, the worldwide analgesic market was calculated to be worth \$50 billion during the year 2005 and is expected to increase to \$75 billion by the year 2010. We believe that many factors are continuing to drive growth in the pain management market, including new technologies, an unsatisfied marketplace with increased patient demand for pain relief and an aging population.

About Victory Pharma, Inc.

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 products. Victory is currently developing several proprietary products for the treatment of chronic severe pain and commonly associated opiate-induced side effects. Its lead development compound is currently in Phase II clinical testing. Further information regarding Victory is available at www.victorypharma.com.

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