

PROMIUS PHARMA, LLC LAUNCHES SCYTERA™ (COAL TAR) FOAM 2% FOR TREATMENT OF PSORIASIS

Scytera™ Provides Innovative Topical Coal Tar Foam in a Cosmetically Elegant, Patient-Pleasing Foam Vehicle.

Bridgewater, NJ, January 2009 - Promius Pharma, LLC, has launched Scytera™ (coal tar) Foam 2% for the treatment of chronic psoriasis, a skin disease that affects approximately 7.5 million Americans according to The National Psoriasis Foundation. Scytera Foam delivers coal tar in a cosmetically-elegant, patient-pleasing foam vehicle.

Scytera Foam was launched at the Winter Clinical Dermatology Conference in Hawaii in January 2009. This annual conference provides dermatologists with a comprehensive update on the diagnosis and treatment of conditions that they treat on a daily basis. Promius Pharma's mission is to once again elevate coal tar to an important position in psoriasis treatment. Studies have demonstrated that coal tar treatment of psoriasis results in a reduction in the overproduction of skin cells, a reduction of itch and a promotion of healthy skin. Scytera Foam is the first coal tar product in an aerosol foam vehicle to be launched into the psoriasis market.

"Scytera's active ingredient, coal tar, has been used for many years in the treatment of psoriasis," explained Jeffrey Wasserstein, President of Promius. "In the past, coal tar products, despite their established efficacy, have typically had usage limitations because of their unappealing odor, unpleasant texture and potential to stain clothing. We are very excited about Scytera Foam because it takes this proven therapy and marries it with a novel proprietary foam technology to address each of those three issues." The foam technology is licensed from Foamix Ltd of Israel. "We believe Scytera Foam will be of significant benefit to dermatologists and their patients, enhancing the value and re-establishing the importance of coal tar for psoriasis treatment."

The Benefits of Scytera Foam

Scytera Foam's technology allows the product to be spread easily and smoothly over large body areas. Along with the foam technology, Scytera Foam uses a patented odor neutralizing system to minimize the coal tar odor. "Dermatologists have understood the inherent benefits of coal tar therapy for psoriasis patients for decades, but convincing patients to use it

Promius Pharma LLC Launches Scytera Foam/2

with all of the cosmetic challenges has been difficult and frustrating for physicians," said Mr. Wasserstein.

Making Coal Tar User Friendly

"Dermatologists have long acknowledged that coal tar is an excellent therapy for psoriasis that may be used alone or in combination with other psoriasis treatments under a doctor's supervision," continued Mr. Wasserstein. "Because Scytera Foam delivers coal tar in a cosmetically-appealing foam vehicle, it is our expectation that patients will be more likely to use this product. Our expectation," said Mr. Wasserstein, "is that Scytera Foam's cosmetic properties will help redefine dermatologists' perception of the downsides associated with coal tar therapy."

Please visit www.scytera.com for more information about Scytera Foam, including usage instructions.

About Promius Pharma

Promius Pharma, LLC, located in Bridgewater, NJ, is a branded specialty company and a wholly-owned subsidiary of Dr. Reddy's Laboratories, Inc. Promius Pharma, with its focus on the branded dermatology market, has a portfolio of in-licensed dermatological products and an internal pipeline of topical products under various stages of development. Promius Pharma aims to be a leading-edge company that develops and markets innovative solutions for challenging dermatological conditions with an eye to the future to redefine therapeutic options for physicians and patients. (www.promiushpharma.com)

About Foamix Ltd.

Headquartered in Ness Ziona, Israel, Foamix Ltd. is a specialty pharmaceutical company focused on the development of topical foam products for prescription, OTC and cosmetic applications. Foamix's proprietary state-of-the-art foams provide controlled delivery of a variety of active ingredients. Foamix is a privately held company, whose business model is based on partnering with leading pharma companies to develop products utilizing its proprietary foam technologies. (www.foamix.co.il)

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