



**FOR IMMEDIATE RELEASE**

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## **Medimetriks Pharmaceuticals Launches Company's First Prescription Brands**

*Medimetriks introduces 3 new therapies for the Dermatology and Podiatry Markets*

**FAIRFIELD, NJ – January 12, 2009 – Medimetriks Pharmaceuticals, Inc.** announced today that the Company launched its first prescription topical therapies into the Dermatology and Podiatry markets. The three new brands are Pacnex™ (7% Benzoyl Peroxide) Wash, a topical treatment for acne; Sumaxin™ (Sodium Sulfacetamide 10% & Sulfur 4%) Cleansing Pads, a topical treatment for acne, rosacea and seborrheic dermatitis; and Uramaxin™ (45% Urea) Nail Gel, a treatment for diseased and damaged nails.

A unique attribute of these therapies is the addition of natural ingredients. The vehicles for Pacnex™ Wash and Sumaxin™ Cleansing Pads both contain Green Tea and Aloe, natural ingredients gaining wide acceptance. Green Tea is known for its antioxidant properties and Aloe for its natural soothing benefits. Sumaxin™ Cleansing Pads also have the unique attribute of a reduced sulfur odor, addressing a common complaint with sulfur-based topical therapies. Uramaxin™ Nail Gel offers a vehicle containing Menthol, Camphor and Eucalyptus Oil, ingredients designed to naturally mask the odor often associated with diseased nails.

"Since the launch of our company eight months ago, Medimetriks' staff has leveraged its expertise to create and bring to market high quality topical therapies that offer elegant formulations, provide value to patients, and enhance patient care," stated Bradley Glassman, President and CEO of Medimetriks. "These brands were developed with the objective of meeting the therapeutic needs of both physicians and their patients, and we believe we have developed three brands that meet that objective."

Medimetriks' new field force is strategically located in the most significant markets in which the new brands compete. "Physicians are now seeing Medimetriks Sales Representatives in their offices," said Mr. Glassman. "These sales professionals are highly trained and charged with the mission of championing patient care through the ethical promotion of skincare therapy, delivering knowledge, service and value to our core physician audiences and their patients."

With the launch of these brands into the Dermatology and Podiatry markets, Medimetriks will begin to establish a leadership role in supporting the Dermatology and Podiatry communities. The Company will actively support the organizations critical to these specialties and provide education important to their patients.

Medimetriks is planning for the launch of additional topical prescription therapies in the first quarter of 2009.

**Important Product Safety Information:**

Pacnex™ Wash is for external use only. Avoid contact with eyes, lips or mucous membranes. If severe irritation develops, discontinue use of Pacnex™ Wash. While using Pacnex™ Wash, patients should be advised to avoid unnecessary sun exposure. Please see full Prescribing Information available at [www.medimetriks.com](http://www.medimetriks.com).

Sumaxin™ Cleansing Pads are contraindicated in persons with known or suspected hypersensitivity to sulfonamides or sulfur. Sumaxin™ Cleansing Pads are not to be used by patients with kidney disease. Although rare, topical sodium sulfacetamide may cause local irritation. Please see full Prescribing Information available at [www.medimetriks.com](http://www.medimetriks.com).

Uramaxin™ Nail Gel is for external use only. Avoid contact with eyes, lips or mucous membranes. Transient stinging, burning, itching or irritation may occur and normally disappear on discontinuing the medication. Use as directed. Please see full Prescribing Information available at [www.medimetriks.com](http://www.medimetriks.com).

**About Medimetriks Pharmaceuticals, Inc.**

Medimetriks Pharmaceuticals, Inc. develops, licenses and commercializes prescription skincare products primarily for the Dermatology and Podiatry marketplaces. The Company's mission is to enhance patient quality-of-life by providing innovative therapies that advance patient care.

The Company is located at 363 Route 46 West, Fairfield, NJ 07004-2402. Please visit the Medimetriks website at [www.medimetriks.com](http://www.medimetriks.com), call (973) 882-7512 or fax (973) 882-7502.