

FOR IMMEDIATE RELEASE

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MAYER LABS ACQUIRES TODAY® SPONGE DISTRIBUTION RIGHTS

April 6, 2009, Berkeley CA – Mayer Laboratories, Inc., a marketer and distributor of high-quality contraceptive and other reproductive healthcare products, announced today that it has signed an agreement with Alvogen Group for the exclusive distribution rights of the Today Sponge for the United States, Europe and Canada.

For more than 20 years, Mayer Labs has marketed and distributed contraceptive and reproductive healthcare products in the United States and abroad. According to David Mayer, CEO of Mayer Labs, “we are very excited to add the Today Sponge to our portfolio of high quality reproductive products. Today Sponge has always remained popular with many consumer advantages; the recent interruption of distribution was not the result of product quality or market viability, but was due to the previous owner’s overleveraged financial condition, which ultimately lead to their bankruptcy.”

According to Doug Drysdale, CEO of Alvogen, “We considered several distribution partners for the Today Sponge. We selected Mayer Labs based on their expertise in this segment and their reputation as a valued and committed partner.”

Originally introduced in 1983 and later acquired by Wyeth, the Today Sponge affords the freedom and flexibility of 24-hour contraceptive protection, and offers a safe and effective non-hormonal birth control alternative for millions of American women. The Today Sponge is a popular over-the-counter birth control method for women, with over 150 million sponges sold since its introduction.

About Mayer Laboratories, Inc.

Mayer Labs is an innovative, California-based company with 20 years experience in marketing and distributing the best quality contraceptive and reproductive healthcare products in the United States and abroad. Mayer Labs’ products include Kimono brand condoms, FC Female Condom, and Aqua Lube personal lubricants. For more information visit: www.mayerlabs.com.

About Alvogen Group

Alvogen is a specialty pharmaceutical company focused on developing, producing and marketing complex, high value specialty and generic drugs; providing access to such medications; and improving the quality of life for millions of Americans. Alvogen owns Norwich Pharmaceuticals, Inc. based in Norwich, NY. Norwich is the FDA approved contract manufacturer of the Today Sponge. With a rich heritage and access to an extensive portfolio, pipeline and resources, Alvogen has successfully attracted additional investment from its leading equity partner – New York City based AFI partners. Funds are applied to expanding Alvogen’s product portfolio and pipeline, as well as expanding manufacturing capabilities at its Norwich, NY facilities.

Today® is a registered trademark of Alvogen Group

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