



OraVerse® Named as One of Dentistry Today's 'Top 100 Products' for Second Year

SAN DIEGO, AUGUST 2, 2010 – Novalar Pharmaceuticals, Inc., a specialty pharmaceutical company focused in dental, today announced that OraVerse®, the company's premier pharmaceutical product, has again been selected by leading dental industry magazine Dentistry Today as one of its 'Top 100 Products' for 2010. The full results of the 24th annual competition were published in the July issue.

OraVerse is the first and only local anesthesia reversal agent that accelerates the return to normal sensation and function for patients who want to avoid the unwanted and unnecessary lingering soft tissue anesthesia following routine dental procedures. The first-in-class product is currently available to dentists directly from Novalar.

"Since launch, OraVerse has performed remarkably well in numerous independent product assessments, evaluations and surveys with both dentists and patients," said Donna Janson, President & CEO of Novalar. "We are extremely proud that the readers of Dentistry Today have selected OraVerse for this distinction two years in a row. It is truly a breakthrough dental product."

The 'Top 100 Products' list has honored new and innovative dental products for 24 years. Products included on the list are selected on the basis of reader response. Clinical data for OraVerse has also been published in a number of leading peer reviewed scientific journals including the nation's leading dental publication, the Journal of the American Dental Association.

About OraVerse®

OraVerse is a breakthrough that reverses unwanted lingering numbness after routine dental procedures where a local anesthetic containing a vasoconstrictor was used. OraVerse is indicated for reversal of the soft-tissue anesthesia, i.e., anesthesia of the lip and tongue, and the associated functional deficits resulting from an intraoral submucosal injection of a local anesthetic containing a vasoconstrictor. OraVerse is not recommended for use in children less than 6 years of age or weighing less than 15 kg (33 lbs). For more information visit www.oraverse.com.

Important Safety Information

In clinical trials, the most common adverse events with OraVerse (phentolamine mesylate) vs. control were post procedural pain (6% vs. 6%), injection site pain (5% vs. 4%), tachycardia (5% vs. 6%), bradycardia (2% vs. 0.3%) and headache (3% vs. 4%). Following parenteral use of phentolamine in non-dental indications, myocardial infarction and cerebrovascular spasm and occlusion have been reported, usually in association with marked hypotensive episodes

producing shock-like states. Although such effects are uncommon with OraVerse, clinicians should be alert to the signs and symptoms of tachycardia and cardiac arrhythmias, particularly in patients with a history of cardiovascular disease, as these symptoms may occur with the use of phentolamine or other alpha-adrenergic blocking agents.

About Novalar®

Novalar is a specialty pharmaceutical company that partners directly with dental professionals to enrich the patient experience. The company is uniquely positioned to develop targeted oral pharmaceutical products and translate the full value of these novel solutions to clinical practice. For more information, please visit www.novalar.com.

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