



Novalar Reaches Agreement with H.A. Systems to Distribute OraVerse® in Israel

SAN DIEGO, May 17, 2010 – Novalar Pharmaceuticals, Inc. announced today that it has entered into an agreement with H.A. Systems Dental Imports Ltd., based in Ramat Gan, Israel, to distribute OraVerse® in Israel and the Palestinian Territories. Under the terms of the agreement, H.A. Systems will file the necessary documentation for regulatory approval of OraVerse with the Israel Ministry of Health. Upon approval, H.A. Systems will have exclusive rights to promote and distribute OraVerse to dentists in the territory through the company's established dental franchise and sales force.

OraVerse is the first and only local anesthesia reversal agent that accelerates the return of normal sensation and function following routine dental procedures. OraVerse is approved for use in the U.S. by the Food and Drug Administration and sold by Novalar direct to dentists in the U.S.

"This collaboration is yet another important step in expanding Novalar's international commercialization efforts," noted Donna Janson, President and Chief Executive Officer of Novalar. "As Israel offers patients exceptional dental care, this market is extremely attractive for us. H.A. Systems has established itself as a leader in the field of tissue regeneration, dental implantology and new dental technologies, which makes it the perfect partner to launch OraVerse into Israel."

"H.A. Systems has significant experience launching new and innovative dental products and providing continuing education and scientific support to the profession. We also have the necessary infrastructure and existing relationships within the local dental community for the successful launch of OraVerse in Israel and we look forward to offering this unique product to our customers," said Fanny Gross, President and Chief Executive Officer of H.A. Systems.

About OraVerse®

OraVerse (phentolamine mesylate) Injection is the first and only local dental anesthesia reversal agent that accelerates the return to normal sensation and function following restorative and periodontal maintenance procedures. OraVerse is indicated for the reversal of 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 indicated for use only in adults and children 6 years of age or older and weighing at least 33 lbs. For more information visit www.oraverse.com.

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.

Contacts:

Novalar Contact:
Derek Kelaita
Director, Corporate Development
Novalar Pharmaceuticals, Inc.
kelaita@novalar.com
(858) 436-1100

Media and Investors:
Joyce Hsieh
Account Associate
Canale Communications, Inc.
joyce@canalecomm.com
(619) 849-5381