

FOR IMMEDIATE RELEASE

NOVALAR hires Vice President of Marketing to direct launch of anesthetic reversal agent NV-101

SAN DIEGO, May 30, 2007 - Novalar Pharmaceuticals, Inc. today announced the appointment of Diana P. Friedman as Vice President of Marketing to lead the marketing efforts for the company's dental specialty pharmaceutical products and to coordinate the anticipated Q3 2008 launch of NV-101, a local anesthetic reversal agent for use following routine dental procedures.

"The addition of a senior marketing executive is a critical step in putting the marketing and commercialization infrastructure in place to ensure the successful launch of NV-101, an innovative new pharmaceutical for the dental market," said Donna Janson, President and Chief Executive Officer of Novalar. "Diana brings a unique mix of global marketing expertise, dental industry experience and pharmaceutical background to complement our management team and to position Novalar for the future."

Ms. Friedman is responsible for the development and implementation of all aspects of Novalar's marketing strategy for NV-101 and future pipeline products. She joins Novalar from Philips Oral Healthcare, where she was Director of Professional Marketing, Education and Professional Relations for North America and more recently Business Director for Philips Medical Systems. Ms. Friedman has also served in senior consulting roles to Fortune 100 companies launching dental products in the professional and consumer markets. Ms. Friedman has an MBA and an MA from Arizona State University.

About Novalar Pharmaceuticals, Inc.

San Diego-based Novalar Pharmaceuticals, Inc. is a privately held specialty pharmaceutical company. The company's initial product offering, NV-101, is being evaluated as a local anesthetic reversal agent and was developed to rapidly reverse the lingering and debilitating lip and tongue numbness associated with local dental anesthesia. For more information, visit www.novalarpharm.com.

About NV-101

If approved by the FDA, NV-101 will be the only local anesthetic reversal agent that accelerates the return to normal sensation and function following restorative and periodontal maintenance procedures. The product has been tested in pediatric, adolescent and adult patients. Phentolamine mesylate (a vasodilator), the active ingredient in the investigational agent NV-101, has been approved and in use in specific medical indications at significantly higher doses for over 50 years.

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