



FOR IMMEDIATE RELEASE

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Medimetriks Pharmaceuticals, Inc. Welcomes Wolfgang Kunze to Its Board of Directors

Accomplished Pharmaceutical Executive Joins the Board of Prescription Skincare Company

FAIRFIELD, NJ – September 22, 2008 – Medimetriks Pharmaceuticals, Inc. announced today that Wolfgang Kunze has been added to its Board of Directors. Mr. Kunze joins Daniel Glassman on the Board of the Company founded this spring by Mr. Glassman and other senior management staff of the former Bradley Pharmaceuticals, Inc. Medimetriks develops, licenses and commercializes innovative prescription products primarily for the Dermatology and Podiatry marketplaces.

"I am pleased to join this dynamic organization," said Mr. Kunze. "The track record of the Medimetriks Management Team and its committed staff speaks for itself. I am confident that the Company will be successful in achieving its Corporate Mission of enhancing patient quality-of-life with innovative prescription Dermatology and Podiatry therapies. I look forward to contributing to the Company's success."

Mr. Kunze, who will serve as the Audit Committee Chairman, brings more than 30 years of experience in the pharmaceutical industry to Medimetriks. He is the former Executive Vice President, Finance, and Chief Financial Officer of Bayer HealthCare Pharmaceuticals Inc. (BHCP), the successor of Berlex Inc. headquartered in Montville, NJ. He retired from BHCP in March of 2008. From 1993 to 2006, Mr. Kunze served as Executive Vice President, Finance, and Chief Financial Officer of Berlex Inc. He spent the majority of his career with Schering AG, Germany and its affiliates in the United States. In 1979, he was appointed Chief Financial Officer of Schering Berlin Inc., the U.S. holding company of Schering AG, and moved to the United States. Mr. Kunze was involved in all major acquisitions and divestitures during the build-up and restructuring of Schering AG's U.S. business, and served on the Board of Directors of several subsidiaries of Schering Berlin Inc., including Berlex Inc. and Medrad, Inc., a major medical device company headquartered in Pittsburgh, PA.

"We are delighted to welcome such an accomplished executive as Mr. Kunze to our Board," stated Daniel Glassman, Chairman of the Board. "Mr. Kunze's experience will be important to Medimetriks as we pursue our core strategy of acquiring, developing and marketing patent-protected, brand-name therapies to the Dermatology and Podiatry specialties. We currently are evaluating a number of licensing and acquisition opportunities parallel to our own product development efforts. Mr. Kunze's insight will be important as we deliver on our aggressive plans of launching new products and building a robust portfolio of innovative brands."

About Medimetriks Pharmaceuticals, Inc.

Medimetriks Pharmaceuticals, Inc., which commenced operations May 1, 2008, develops, licenses and commercializes prescription skincare products 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, call (973) 882-7512 or fax (973) 882-7502.