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Medimetriks Pharmaceuticals, Inc. Begins Operations

Former Bradley Pharmaceuticals Founder and Senior Management Form New Company Specializing in Dermatology and Podiatry Markets

FAIRFIELD, NJ - May 13, 2008 – **Medimetriks Pharmaceuticals, Inc.** announced today that it officially commenced operations. The newly-formed Company, led by the founders and Senior Management Team of the former Bradley Pharmaceuticals, Inc., will develop, license and commercialize innovative prescription topical products for the Dermatology and Podiatry marketplaces. The Company is currently pursuing licensing opportunities, product acquisitions and initiating the development of a series of organic products that will fill unmet needs in the marketplace. The Company's objective to build a robust product portfolio will position Medimetriks as a leading Dermatology and Podiatry company.

"We will leverage our core expertise of identifying and delivering important and effective products in the therapeutic markets that we have worked with for so long," stated Bradley Glassman, President and CEO of Medimetriks. "We developed long-standing relationships with leading physicians in both of these specialties as we built the Bradley business. We look forward to working with these physicians and their colleagues to build brands that serve the interests of both their patients and their practices."

Bradley Pharmaceuticals was a leading specialty pharmaceutical company acquired earlier this year by Nycomed, Inc. for more than \$340M. Bradley's Doak Dermatologics Division, which represented approximately 80% of Bradley's revenue, was a top dermatology company and the largest independent marketer to the podiatry specialty. Brad Glassman, the former Senior Vice President of Sales and Marketing for Bradley, will serve as President and CEO of Medimetriks Pharmaceuticals, Brent Lenczycki as Chief Financial Officer and Alan Goldstein as Executive Vice President of Corporate Development. Daniel Glassman, the former President and CEO of Bradley, will serve as Medimetriks' Chairman of the Board.

"We have an experienced management team that was an important part of the Bradley's success. We have also added a strong support team that will allow Medimetriks to achieve success not just in the short-term, but in the long-term as well," said Dan Glassman. "Medimetriks' talented staff demonstrates a tremendous ability to execute with discipline and shares a commitment to creating a successful Company that will enhance patient care."

The Company will be located in Fairfield, New Jersey.

Please visit the Medimetriks website at www.medimetriks.com.