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URL PHARMA LAUNCHES CO-PAY ASSISTANCE PROGRAM FOR COLCRYS®

Philadelphia, PA – December 23, 2009 – URL Pharma today announced the launch of the Colcrys® (colchicine, USP) Co-Pay Assistance Program, an initiative designed to save patients money on their health insurance co-payment for Colcrys. The co-pay assistance program allows many patients to pay no more than \$25 for a Colcrys prescription, which equates to savings of up to \$65 per prescription. Colcrys is indicated for the prevention and treatment of gout flares and for the treatment of Familial Mediterranean Fever (FMF).

The Colcrys Co-Pay Assistance Program is accessible via two simple options:

- Patients can receive co-pay assistance by having their Colcrys prescriptions filled at any of more than 32,000 pharmacies nationwide that participate in the evoucherRx™ program from Relay Health. For a listing of pharmacies participating in the evoucherRx program, please visit <http://evoucherrx.relayhealth.com/storelookup>.
- Patients may obtain a co-pay assistance coupon directly from their doctor's office and present it to their pharmacist when filling a Colcrys prescription. The coupon can be used up to eight times with a valid Colcrys prescription. URL Pharma is working to provide a downloadable co-pay assistance coupon on the Colcrys web site (www.colcrys.com) in the near future.

"URL Pharma recognizes that given the current economic climate, out-of-pocket costs for medications may be increasingly challenging for patients," said Richard H. Roberts, MD, PhD, President, CEO and Chairman of URL Pharma. "The Colcrys Co-Pay Assistance Program is designed to be easily accessible and widely available so patients with gout or FMF can continue to receive the medications they need and experience significant cost savings."

Patients with questions about the Colcrys Co-Pay Assistance program may call 1-800-657-7613 from 8:00 AM – 8:00 PM EST from Monday through Friday.

For patients who are uninsured or underinsured, URL Pharma offers its medications at a reduced cost to those who qualify through the company's Patient Assistance Program. For more information on the patient assistance program, please visit www.rxoutreach.com or call 1-800-769-3880.

The Colcrys Co-Pay Assistance Program will be in effect until August 11, 2010. The program is valid only for patients with primary coverage and with a Colcrys prescription written for 30 tablets or more. The coupon is not valid in Massachusetts, or for prescriptions paid for in part or in full by any state or federally funded program including, but not limited to, Medicare,

Medicaid, Medigap, VA, DOD, or TriCare and where prohibited by law. The coupon is also not valid for cash-paying patients or rejected claims.

Important Safety Information

Colcrys (colchicine, USP) tablets are indicated for the prophylaxis and treatment of gout flares in adults and for the treatment of Familial Mediterranean Fever.

Colcrys is contraindicated in patients with renal or hepatic impairment who are concurrently prescribed P-gp inhibitors or strong inhibitors of CYP3A4 as life-threatening or fatal toxicity has been reported. The most common adverse events in clinical trials for the prophylaxis and treatment of gout were diarrhea and pharyngolaryngeal pain. Rarely, myelosuppression, thrombocytopenia, and leukopenia have been reported in patients taking colchicine. Rhabdomyolysis has been occasionally observed, especially when colchicine is prescribed in combination with other drugs known to cause this effect. Monitoring is recommended for patients with a history of blood dyscrasias or rhabdomyolysis.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

You may also report negative side effects to the manufacturer of COLCRYS by calling 1-888-351-3786. Please see www.colcrys.com for full prescribing information.

About URL Pharma

URL Pharma, Inc., headquartered in Philadelphia, PA, is a leading specialty pharmaceutical company with fully integrated technology development, product development, manufacturing, and commercialization capabilities. After a long history of generic pharmaceutical research, development, and manufacturing, the Company has successfully transitioned to a technology-driven, specialty pharmaceutical business. The Company seeks to develop and commercialize scientifically and medically innovative products that address unmet medical needs for improvements in safety and efficacy. For additional information about the company, please visit www.urlpharma.com.

For further information, please call 215-697-1900 or e-mail us at media@urlpharma.com.