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URL PHARMA LAUNCHES COLCRYS® PATIENT ASSISTANCE PROGRAM

Philadelphia, PA – December 23, 2009 – URL Pharma, Inc. today announced the launch of the Colcrys® (colchicine, USP) Patient Assistance Program, an initiative that will allow patients with limited means to save on Colcrys prescriptions. This program reflects URL Pharma's ongoing commitment to helping ensure that all patients who rely on the company's medications are able to access them, regardless of economic status. Colcrys is indicated for the prevention and treatment of gout flares and for the treatment of Familial Mediterranean Fever (FMF).

"URL Pharma believes that patients should not be forced to sacrifice in order to afford their medication, especially in these difficult economic times," said Richard H. Roberts, MD, PhD, President, CEO and Chairman, URL Pharma. "The Colcrys Patient Assistance Program will help ensure that limited income is not a barrier to patients who need Colcrys."

The Colcrys Patient Assistance Program will allow eligible uninsured patients to secure a 90-day supply of Colcrys for a \$15 co-payment. The program is administered through Rx Outreach, a service provided by Express Scripts Specialty Distribution Services (ESSDS). Patients or physician offices can learn more about eligibility requirements and secure applications online at www.rxoutreach.com or by phone at 1-800-769-3880. The phone line is staffed from 7:00 am – 5:30 pm CST Monday through Friday.

Patients and physicians can also access the Rx Outreach program by visiting www.rxassist.org, www.pparx.org or www.needymeds.org. Preferred or direct clinics may fax their orders to 1-888-430-9818.

Important Safety Information

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

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. In a controlled clinical trial, the most common adverse events reported 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 under these conditions.

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 more information, visit www.urlpharma.com.

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