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Prasco to Market Authorized Generic of ZEGERID[®]

Prasco will exclusively sell and distribute the authorized generic version of ZEGERID[®] (omeprazole/sodium bicarbonate) Capsules

CINCINNATI, July 1, 2010 — Prasco Laboratories announced today that it is now shipping the authorized generic version of ZEGERID[®] (omeprazole/sodium bicarbonate) capsules. Authorized generics are generic pharmaceuticals manufactured identically to the brand product and sold under a private label. Under the terms of a distribution and supply agreement with Santarus, Prasco will sell and distribute the capsule form of Omeprazole/Sodium Bicarbonate in 20 mg and 40 mg strengths in the U.S. under the Prasco label.

“We are especially proud to establish this relationship with Santarus and to bring the authorized generic of ZEGERID[®] to consumers,” said Prasco Chief Executive Officer E. Thomas Arington. “With an authorized generic that is manufactured identically to the brand, patients have the benefit of the brand-identical experience at generic savings,” stated Arington.

Omeprazole/Sodium Bicarbonate is AB-rated, therapeutically equivalent and substitutable for the brand ZEGERID[®]. ZEGERID[®] (omeprazole/sodium bicarbonate) is an immediate-release oral proton pump inhibitor (PPI) providing continued acid control for patients with gastroesophageal reflux disease (GERD). These highlights do not include all the information needed to use ZEGERID[®] safely and effectively. See full prescribing information for ZEGERID[®] at www.zegerid.com.

ZEGERID[®] is a registered trademark of Santarus, Inc.

About Prasco

Prasco is a privately-held company located in Cincinnati, Ohio that specializes in selling authorized generics and has partnered with major global pharmaceutical companies to provide patients, pharmacists and customers with generic options that deliver the identical brand experience. The company sells its product line through the major distribution channels, including chains, independent pharmacies, distributors, wholesalers, and mail order pharmacies. For more information, visit www.prasco.com.

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