**medPointe** pharmaceuticals

**News Release**

## MEDPOINTE LAUNCHES ASTELIN® INVESTMENT CAMPAIGN

*Commencing DTC Ad Campaign, Expanding Field Sales Organization*

**Somerset, NJ – February 14, 2006 – MedPointe Inc.** announced today that it has launched a major, new program aimed at significantly expanding its presence within the prescription antihistamine category. The Company has commenced a direct-to-consumer (DTC) campaign in support of its lead product, Astelin® (azelastine HCl) Nasal Spray. In addition, the Company has expanded its field sales organization by adding five new districts and 95 new primary care field sales representatives.

The additional investment in Astelin® is expected to lead to wider usage of the antihistamine, which is approved for relief of seasonal allergic and non-allergic symptoms. The DTC campaign is designed to raise patient and physician awareness of Astelin® and will utilize a number of media outlets, including network television, cable television and magazines, to familiarize these and other audiences with the effectiveness of this therapy.

The campaign, designed by a well-recognized and acclaimed pharmaceutical advertising and communications agency that possesses deep institutional experience in the allergy category, McCann HumanCare, a global healthcare unit of McCann Worldgroup, has been built around the broad efficacy Astelin® achieves in treating both seasonal and environmental allergies.

While the level of the Company's investment in the DTC campaign has not been disclosed, it will be significant.

In regards to the Company's field sales team expansion, MedPointe has increased its field sales organization to over 500 individuals, of whom 465 are engaged in direct field sales. This organization will continue to promote Astelin® to allergists, ENTs, ophthalmologists and primary care physicians. The increase in field sales personnel is expected to propel growth in the Company's two primary promoted brands, Astelin® and Optivar® (azelastine HCl ophthalmic solution), both of which will benefit from the substantial incremental promotion.

Commenting on the new investment campaign, Paul R. Edick, MedPointe President, said "Congratulations to the Astelin® team for its dedication and hard work in launching this landmark campaign. The market research, preparation and execution of the strategic brand plan have required true determination, focus and commitment. Special recognition goes to the many physician advisors to MedPointe who have for several years championed a broader communications campaign to heighten awareness of this excellent medication."

Astelin® Nasal Spray is indicated for the treatment of the symptoms of seasonal allergic rhinitis (patients 5 years of age and older) and nonallergic vasomotor rhinitis (patients 12 years of age and older).  The most commonly reported adverse events in seasonal allergic rhinitis and nonallergic vasomotor rhinitis patients 12 years of age and older were bitter taste, headache, somnolence, nasal burning and rhinitis.  The adverse event profile in seasonal allergic rhinitis patients 5 to 11 years of age was similar to that in the adult population.  Please see full Prescribing Information available at www.astelin.com.

MedPointe Inc. is a privately held specialty pharmaceutical company located at 265 Davidson Avenue, Suite 300, Somerset, New Jersey, 08873-4120; 732-564-2200.  Backed by private equity investors, including The Carlyle Group and The Cypress Group, MedPointe specializes in respiratory, allergy, central nervous system, and pediatric products.  The Company maintains a manufacturing facility in Decatur, IL.   For more information on MedPointe, visit **www.medpointepharma.com**.

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