

**FOR IMMEDIATE RELEASE**

**MEDPOINTE INTRODUCES ASTELIN READY-SPRAY™  
NEW PACKAGE DESIGN FOR A LEADING INTRANASAL ANTIHISTAMINE**

*Consumer-Friendly Design Is the First Package Change Since 1996*

**Somerset, NJ — April 20, 2004** — MedPointe Pharmaceuticals announced today the introduction of a new 30 mL bottle featuring a convenient, preassembled spray pump for the company's leading prescription intranasal antihistamine, ASTELIN® (azelastine hydrochloride) Nasal Spray, 137 mcg. The product will be marketed as ASTELIN Ready-Spray™, featuring a distinctive package design just in time for the Spring allergy season. This is the first product enhancement for the brand since its introduction to the market in 1996.

“This innovative packaging is designed to provide consumers with a more user-friendly product as the 2004 allergy season arrives,” announced Anthony H. Wild, PhD, chairman and chief executive officer of MedPointe Pharmaceuticals. “ASTELIN Ready-Spray will increase ease-of-use, while delivering the same dose as the previous package.”

ASTELIN Ready-Spray will be made available in 30 mL packages containing a preassembled spray pump that delivers 200 metered sprays. The larger bottle has an innovative, patented V-shaped bottom to maximize utilization and delivers the same number of doses as the previous trade package containing two 17 mL bottles. MedPointe is introducing ASTELIN Ready-Spray in April 2004 and will begin phasing out the old packaging during the spring allergy season.

*ABOUT ASTELIN READY-SPRAY, 30 ML*

ASTELIN is the fastest growing antihistamine in new prescriptions; in fact, for the first time in its history, ASTELIN exceeded \$100 million in sales in fiscal year 2004. 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). According to the Joint Task Force on Practice Parameters in Allergy, Asthma, and Immunology, intranasal antihistamines such as ASTELIN are recommended as first-line treatment for allergic rhinitis. Unlike most oral antihistamines, ASTELIN may reduce nasal congestion.

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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, and nasal burning. The adverse event profile in seasonal allergic rhinitis patients 5 to 11 years of age was similar to that in the adult population. Discontinuation rates due to adverse events in patients taking ASTELIN in the seasonal allergic rhinitis and nonallergic vasomotor rhinitis clinical trials were no different than those for placebo.

## MedPointe Pharmaceuticals

MedPointe Pharmaceuticals is a privately held, specialty pharmaceutical company located at 265 Davidson Avenue, Somerset, New Jersey, 08873-4120; 732-564-2200. MedPointe specializes in respiratory, allergy, central nervous system, cough-cold, and pediatric products. The company maintains a manufacturing facility in Decatur, Illinois. For more information on MedPointe, visit [www.medpointepharma.com](http://www.medpointepharma.com).

For additional information and/or full Prescribing Information on ASTELIN<sup>®</sup> (azelastine hydrochloride) Ready-Spray<sup>™</sup>, please call 1-800-598-4856 or visit [www.ASTELIN.com](http://www.ASTELIN.com).

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