

Astelin Ready Spray™ Cited By Institute Of Packaging Professional For Innovative Package Design

Somerset, NJ - November 10, 2004 - The Institute of Packaging Professionals (IoPP) has recognized MedPointe's ASTELIN Ready-Spray™ with an AmeriStar Award for excellence in consumer product package design in the pharmaceutical/drug category. Ronald Jaketic, Manager of Engineering Projects for MedPointe, accepted the award on behalf of MedPointe at the PACK EXPO International Show 2004 on November 9 in Chicago, Ill.

The award recognizes the innovative new package design for the company's leading prescription intranasal antihistamine, ASTELIN (azelastine hydrochloride) Nasal Spray, 137 mcg. Introduced in April, the redesigned package offers a new 30 mL bottle featuring a convenient, preassembled spray pump unit and a patented, V-shaped bottom to maximize utilization.

"This new ASTELIN package was designed to provide consumers with a more user-friendly product," said Paul Edick, President of MedPointe. "We are honored that the IoPP has acknowledged our efforts to enhance patient benefit and increase the product's ease-of-use."

The Institute of Packaging Professionals is the leading North American Individual membership organization serving professionals in the packaging community. Each year the organization recognizes industry leaders for innovative and pioneering packaging design at its PACK EXPO International Show.

ABOUT ASTELIN READY-SPRAY, 30 ML

ASTELIN is the fastest-growing antihistamine in new prescriptions since April 2004. ASTELIN Nasal Spray is indicated for the treatment of the symptoms of seasonal allergic rhinitis (in patients five years of age and older) and nonallergic vasomotor rhinitis (in 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. ASTELIN Nasal Spray is well tolerated and relieves a full range of rhinitis symptoms, including tough-to-treat nasal congestion. 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 five to 11 years of age was similar to that in the adult population.

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.

For additional information and/or full prescribing information on ASTELIN (azelastine hydrochloride) Ready-Spray™, please call 1-800-598-4856 or visit ASTELIN's new web site at www.astelin.com.

Further inquiries should be directed to info@meda.us