



Bioniche Pharma Media Contact:

Stacy Sax
847.739.3252
ssax@bionichepharmausa.com

Synerx Pharma Media Contact:

Douglas S. Hamilton
215.860.4201
doughamilton@synerxpharma.com

Bioniche Pharma and Synerx Launch Isosulfan Blue Injection 1%

The first and only generic for Lymphazurin™ 1% (isosulfan blue injection 1%)

Lake Forest, IL, Wednesday, July 28, 2010 - Bioniche Pharma, a leading developer and manufacturer of injectable pharmaceuticals, and Synerx Pharma, LLC announced today the FDA approval and launch of Isosulfan Blue Injection 1%.

“Launching the first and only generic for Isosulfan Blue Injection 1% in the US reaffirms our commitment to introducing generic niche products, which allows hospitals and pharmacies an option in the buying process,” said George Zorich, President, US Operations for Bioniche Pharma.

Isosulfan Blue Injection 1% will be supplied in a carton containing six 5mL (10 mg/mL) single use vials.

About Bioniche Pharma:

Bioniche Pharma is a global manufacturer of injectable pharmaceutical products serving a variety of niche markets, including anaesthesiology, orthopedics, rheumatology, urology, and dermatology. An internal development pipeline and an aggressive acquisition strategy for products fuel the company’s growth. RoundTable Healthcare Partners, a private equity firm based in Lake Forest, Illinois, acquired Bioniche Pharma in February 2006. More information about Bioniche Pharma and prescribing information for its products can be found at www.bionichepharma.com.

About Synerx Pharma:

Synerx Pharma, LLC is a privately held corporation located in historic Bucks County Pennsylvania. Established in January 2004, the company develops and brings to market select pharmaceutical products aimed at addressing unmet market needs, particularly those involving some combination of barriers to entry. The company focuses on developing cost effective specialty generic pharmaceuticals and small brand products. Synerx presently has eight FDA approved products, of which five were First Time Generic Approvals, and a development portfolio of ten projects at various stages of development in multiple dosage forms. More information can be found at www.synerxpharma.com.

Lymphazurin™ is a trademark of Tyco Healthcare Group LP

###