



Bioniche Pharma Media Contact:

Kara Maxwell

847.739.3249

kmaxwell@bionichepharmausa.com

Bioniche Pharma Acquires Seven New Products from GeneraMedix Inc.

Lake Forest, IL , February 12, 2010 – Bioniche Pharma, a leading developer and manufacturer of injectable pharmaceuticals, announced today the acquisition of seven currently marketed injectable generic products and a number of products in development from GeneraMedix Inc.

“These products represent valuable additions to our portfolio, which demonstrates our continuing commitment to offer customers a wide range of injectable products,” said Steve Thornton, Chief Executive Officer.

More information about all Bioniche Pharma products can be found on the company website at www.bionichepharma.com.

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.