

**February 1, 2011**

**Centrix Pharmaceutical, Inc. announces Copromote Agreement with Norgenix Pharmaceuticals LLC, to promote Paire OB<sup>™</sup> Plus DHA and Maxaron<sup>®</sup> Forte**

BIRMINGHAM, Ala. – Centrix Pharmaceutical, Inc., a privately-held specialty pharmaceutical company focused on Pediatrics and Women’s Health, announces a copromote agreement with Norgenix Pharmaceuticals, LLC, a Spartanburg, South Carolina based company. The partnership will include the co-promotion of Paire OB<sup>™</sup> Plus DHA, a prenatal/postnatal vitamin/mineral supplement, and Maxaron<sup>®</sup> Forte, an iron supplement for iron deficiency anemia.

Beginning February 1, 2011, Norgenix sales representatives will promote Paire OB<sup>™</sup> Plus DHA and Maxaron<sup>®</sup> Forte along with Centrix Pharmaceutical sales representatives in physician offices, clinics, and hospitals who specialize in obstetrics and gynecology.

**About Paire OB<sup>™</sup> Plus DHA**

Paire OB<sup>™</sup> Plus DHA is a prenatal/postnatal multivitamin/mineral tablet and a softgel capsule containing an Omega-3 fatty acid nutritional supplement indicated for use in improving the nutritional status of women throughout pregnancy and in the postnatal period for both lactating and non-lactating mothers. Paire OB<sup>™</sup> Plus DHA is also beneficial in improving the nutritional status of women prior to conception.

**About Maxaron<sup>®</sup> Forte**

Maxaron<sup>®</sup> Forte capsules are indicated for the prevention and treatment of iron deficiency anemia and/or nutritional megaloblastic anemias.

**About Centrix Pharmaceutical, Inc.**

Centrix Pharmaceutical is a privately-held specialty pharmaceutical company focused in Pediatrics and Women’s Health. Headquartered in Birmingham, AL, the Company’s products are marketed by its dedicated sales force in the United States. For more information about Centrix Pharmaceutical, Inc. visit [www.cenrx.com](http://www.cenrx.com).

**About Norgenix Pharmaceuticals, LLC**

Norgenix, a wholly owned subsidiary of the JM Smith Corporation, is a North American specialty pharmaceutical, medical device, and biotech company that engages in the development, commercialization and sales of pharmaceutical products in the women’s health market. Founded in 2008, Norgenix offers quality products that provide solutions to the unmet needs within women’s health. With products spanning the continuum of care from pharmaceutical therapies to medical devices, Norgenix is licensed to sell, market, and distribute prescription drug products and medical devices in the United States. [www.norgenixpharma.com](http://www.norgenixpharma.com)

**Important Safety Information**

Paire OB<sup>™</sup> Plus DHA and Maxaron<sup>®</sup> Forte contain iron. Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under 6 years of age. These products have a black box warning because of potential iron therapy overload. Acute iron poisoning is rare in adults but can be fatal in children under 6 who take adult-strength tablets. Some patients on iron therapy may experience constipation, diarrhea, and abdominal pain, but these symptoms are usually transient. They are rarely severe, although iron tablets can aggravate existing gastrointestinal problems. Some people have reported allergic reactions to folic acid. Black stools are common when taking iron tablets. Maxaron<sup>®</sup> Forte should not be used for people who suffer from hemochromatosis or hemosiderosis.

For full prescribing information please visit [www.cenrx.com](http://www.cenrx.com)

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