



Novalar Strengthens Senior Management Team with Key Appointments

San Diego, CA – December 18, 2007 – Novalar Pharmaceuticals, Inc., a dental specialty pharmaceutical company, announced today that it has made two key additions to its management team. Robert Stefanovich was appointed Chief Financial Officer and Jeffrey Lord was appointed Vice President of Sales.

"I am pleased to welcome both Robert and Jeff to Novalar. Their experience and successful track records will be indispensable as Novalar establishes the commercial infrastructure required for the anticipated launch of NV-101, a dental pharmaceutical currently under review by the FDA," stated Donna Janson, President and Chief Executive Officer of Novalar. "Their blend of dental and financial expertise, business acumen and entrepreneurial spirit reflects the evolution of our senior management team as we expand to support our future growth," added Janson.

Robert Stefanovich brings over 15 years of experience in finance and operations of both public and private companies in the high-tech and biotech sectors. Most recently, Mr. Stefanovich served as interim Chief Financial Officer of Xcorporeal, Inc., a publicly traded medical device company. Previously, Mr. Stefanovich served as Executive Vice President and Chief Financial Officer of Artemis International Solutions Corporation, a publicly-traded software company. He also held several other senior finance positions, including Chief Financial Officer of Aethlon Medical Inc. and Vice President of Administration at SAIC, a Fortune 500 company. Mr. Stefanovich was a member of the Software Advisory Group and Audit Manager with PricewaterhouseCoopers' high-tech practice in San Jose, CA and Frankfurt, Germany. He currently serves as a board member of Project InVision International, a leading provider of business performance improvement solutions. He received his Masters of Business Administration and Engineering degree from the University of Darmstadt, Germany.

Jeffrey Lord brings over 14 years of national sales experience in dentistry, both direct and through distributors, with a track record of success in building and leading sales teams, launching products, developing markets and achieving sales goals. Most recently, Mr. Lord served as Area Vice President at Straumann USA, a global leader in implant, restorative and regenerative dentistry. Previously, Mr. Lord served as Regional Sales Manager for the Professional Division of Dentsply International, the largest professional dental company in the world. He also held senior sales positions, including Regional

Sales Manager and Territory Manager at BIORA, Inc., which developed, manufactured, marketed and sold biology-based products for the treatment of periodontal disease for use in oral surgery. Mr. Lord received his BA in Sociology from the University of Washington in Seattle.

About NV-101

If approved by the FDA, NV-101 will be the only local dental anesthetic reversal agent that accelerates the return to normal sensation and function following restorative and periodontal maintenance procedures. The product has been tested in pediatric, adolescent and adult patients. Phentolamine mesylate (a vasodilator), the active ingredient in the investigational agent NV-101, has been approved and in use in specific medical indications at significantly higher doses for over 50 years.

About Novalar Pharmaceuticals, Inc.

San Diego-based Novalar Pharmaceuticals, Inc. is a privately held specialty pharmaceutical company focused on developing and commercializing novel pharmaceuticals for the dental market. The company's initial product offering, NV-101, is being developed for the reversal of soft tissue anesthesia and the associated functional deficits associated with local dental anesthesia. For more information, visit www.novalarpharm.com.

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