



## **Novalar Appoints Steven J. Semmelmayer to its Board of Directors**

**San Diego, August 22, 2007** – Novalar Pharmaceuticals, Inc., announced today the appointment of Steven J. Semmelmayer to the company's Board of Directors. Mr. Semmelmayer brings over 27 years of management experience in the medical and dental industries to the board of Novalar.

"Throughout his career Steve has played a central role in the successful commercialization of several dental innovations," said Donna Janson, President and CEO of Novalar. "He is an excellent addition to the Board and his significant experience in the dental industry will be extremely valuable as the company moves towards the anticipated 2008 launch of our novel local anesthetic reversal agent, NV-101."

Currently Mr. Semmelmayer serves as President, Chairman and CEO of LED Medical Diagnostics Inc., and its subsidiary, LED Dental Inc., an innovative company dedicated to the early detection of oral cancer. He joined LED in early 2007.

Mr. Semmelmayer began his career at Ormco Orthodontics, a leader in the orthodontic products market, where he held numerous sales and marketing positions. In 1993, he became General Manager and then President of Kerr Corporation, one of the industry's largest manufacturers of professional dental consumable products. He presided over Kerr for twelve years, growing the company from \$120 million to almost \$400 million in revenue through both internal initiatives and acquisitions. In 2005, Mr. Semmelmayer was named the President of the Professional Dental Group of Kerr's parent, Sybron Dental Specialties, a position he maintained until Sybron was sold to Danaher Corporation for \$2.2 billion.

"I am delighted to join the Board at such an exciting time," added Mr. Semmelmayer. "I look forward to working with Donna and the management team as the company prepares for the anticipated launch of NV-101."

### **About Novalar Pharmaceuticals, Inc.**

San Diego-based Novalar Pharmaceuticals, Inc. is a privately-held dental specialty pharmaceutical company dedicated to developing and commercializing novel oral healthcare solutions. The company's initial product offering, NV-101, is being evaluated as a local anesthetic reversal agent and was developed to rapidly reverse the lingering and debilitating lip and tongue numbness associated with local dental anesthesia. For more information, visit [www.novalarpharm.com](http://www.novalarpharm.com).

**Contacts:**

Derek Kelaita, Novalar Pharmaceuticals, Inc. (858) 436-1100

Susan Neath, Porter Novelli Life Sciences (619) 849-6007