

## PRESS RELEASE

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## Reese Pharmaceutical Company Introduces Larger Size 2 oz Pinworm Medicine Family Pack

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**CLEVELAND, OHIO, November 11, 2008**—Reese Pharmaceutical Company has broadened its line of Pinworm Treatment products with the introduction of a value-priced 2 oz Pinworm Liquid Family Pack, consisting of (2) 1-fl oz bottles of Reese's Pinworm Liquid in a package large enough to treat the entire family.

The key ingredient in Reese's Pinworm Medicine is pyrantel pamoate, the only anthelmintic drug approved for OTC sales by the Food and Drug Administration. It remains the same strength it was when it came off prescription more than twenty years ago.

Pinworms are the most common intestinal parasite in North America with reported infection rates as high as 40 million persons annually. Because pinworms are highly contagious, the Food and Drug Administration suggests treating the entire family once any member of a household becomes infected. This will help minimize reinfection—the process whereby family members spread infective pinworm eggs to other members of the family unit through contact with them or their belongings.

The new 2 oz Family Pack size is a cost-effective way to accomplish the same-time treatment. It will be available at leading drug chains and drug wholesalers as well as thousands of independent pharmacies.

Founded in 1907, Reese Pharmaceutical Company is a privately held Cleveland, Ohio-based marketer and distributor of proprietary OTC drugs.