

PRESS RELEASE

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Reese Pharmaceutical Company: celebrating 100 years of Reese family leadership

CLEVELAND, OH November 30, 2006—Reese Pharmaceutical Company is proudly approaching its 100th anniversary as one of the country's oldest OTC pharmaceutical manufacturers/repackers. The privately held, family-run organization located in Cleveland, Ohio was founded in early 1907 by George W. Reese, Sr. as a small independent pharmacy involved in compounding special medications for customers in the Cleveland area. Since that early start, the organization has been operated by three generations of the Reese family and has been instrumental in developing several significant OTC products.

Under the guidance of the senior Reese, the organization developed products such as "Dough-Boy Prophylactic Kit" carried by all soldiers as standard issue during the two world wars; "Reese's Blu-Tabs" a cold medication for the treatment of nasal congestion and hay fever; and "Red Roosters" (aka "Red Hearts"), a heart-shaped iron and zinc vitamin pill.

When George W. (Cap) Reese, Jr. took control of the organization upon his father's retirement, he directed the introduction of "Just-One-Per-Day", the first ever extended release weight control product that contained PPA and caffeine. He also brought other highly successful products to market that remain immensely popular to this day, including: "Re-Azo", urinary tract analgesic; "Licide" lice control product; and pinworm medicine.

Today, Reese's Pinworm Treatment products are well known and respected by the pharmacy community and are a staple at retail drug stores. They are available both as an oral suspension and solid dose caplets.

With annual sales up nearly 300% since 2002, the company's latest successes involve the development of several new immediate release proprietary Guaifenesin-based products that have been well received by independent pharmacies, drug chains and food/grocery.

The current Reese management, including a partnership with Buffalo, NY-based HealthSource Marketing, LLC, consists of the founder's grandchildren George III, Tom and Sandie.



**REESE
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