

FOR IMMEDIATE RELEASE

HERITAGE INTRODUCES MEPROBAMATE TABLETS

Edison, New Jersey, August 17, 2009. Heritage Pharmaceuticals Inc. announced the immediate availability of Meprobamate Tablets in 200 and 400mg strengths. Heritage and its development and supply partner, Alembic Ltd. India, received approval of its Abbreviated New Drug Application (ANDA) on February 18, 2009.

Meprobamate Tablets are AA Rated generic equivalent to the product formerly marketed under the brand name Miltown[®]. Meprobamate is indicated for the management of anxiety disorders or for the short-term relief of the symptoms of anxiety. Meprobamate had U.S. generic sales of approximately \$15 million for the 12-month period ending Dec. 31, 2008 according to IMS Health.

Commenting on the launch, Heritage President & CEO, Jeffrey Glazer, stated, “the launch of Meprobamate represents the first product launch from our strategic alliance with Alembic and will enable us to leverage the efficiencies and cost advantages of development and manufacturing in emerging markets such as India through our global supply chain network. We look forward to providing additional established generic pharmaceuticals as affordable healthcare solutions to the U.S. consumer as we continue our tradition of quality, value and service in generics.”

About Heritage

Heritage Pharmaceuticals Inc. is a rapidly growing generic pharmaceutical company engaged in the acquisition, licensing, development, marketing, sale and distribution of generic pharmaceutical products for the global prescription drug markets. Heritage launched its U.S. label in 2006 and currently markets 8 products over 30 SKU's, including Ethambutol tablets, Hydralazine tablets, Hydrochlorothiazide tablets, Sulindac tablets, Nimodipine soft gels, Propranolol tablets, Propoxyphene HCl capsules and Meprobamate tablets. The Company's business model utilizes a virtually integrated global supply chain and resource network that leverages strategic outsourcing to U.S.F.D.A. approved manufacturing and development organizations in both North America and Asia. The Company owns a robust pipeline of multisource and high barrier products and will continue to introduce new generic products during 2009 following its tradition of premier quality, value and service in generics. www.heritagepharma.com

Contact:

Jeffrey Glazer, *President & CEO*
Jason Malek, *Director Sales Operations*
Heritage Pharmaceuticals Inc.
Toll free at: 866.901.1230
(T) 732.429.1000 ♦ (F) 732.429.1001

* Miltown[®] is a registered trademark of Meda Pharmaceuticals Inc.