

## FOR IMMEDIATE RELEASE

November 10, 2009

### **Breckenridge Pharmaceutical signs Generic Agreement with Genepharma Trading, Ltd.**

Boca Raton, Florida– Breckenridge announced today that it has entered into an agreement with Genepharma to commercialize two ANDA's for two separate cancer drugs with combined U.S. branded sales of approximately \$1.7 billion. Under the terms of this agreement, the products will be marketed and distributed by Breckenridge and will be supplied by Genepharma. One product has received a pre approval and will be launched upon patent expiration. The second product is currently filed and pending with the FDA.

#### **About Breckenridge:**

Breckenridge Pharmaceutical is a privately held pharmaceutical marketing, research and development company founded in 1983 that markets a broad range of ValuBrand™ and Generic prescription products in many therapeutic categories. The Breckenridge label is recognized by Wholesalers, Distributors, Chains, and Managed Care Accounts, as well as Retail Pharmacies nationwide. The company markets over 100 products, including multiple ANDA's, in a variety of dosage forms including: Tablets, Capsules, Soft Gel Capsules, Liquids, Suspensions and Topical preparations.

[www.bpirx.com](http://www.bpirx.com)

#### **About Genepharma:**

Genepharma Trading, Ltd., a part of the Genepharma Group, is a privately held pharmaceutical company. Genepharma Group has been committed to the development, manufacturing and marketing of a premium range of generic pharmaceutical products since 1967. The Group's development and manufacturing facilities are based in Athens, Greece. Genepharma develops, manufactures and markets a wide range of conventional and oncology generic medicines.

[www.genepharma.com](http://www.genepharma.com)

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