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**FOR IMMEDIATE RELEASE**

**Emmaus Medical, Inc. Selects CPR Strategic Marketing Communications for Managed Care Initiatives**

**Elmwood Park, N.J./Torrance, Calif. – February 11, 2010** – Emmaus Medical, Inc., ([www.emmausmedical.com](http://www.emmausmedical.com)), a Torrance, Calif.-based pharmaceutical company founded to develop and commercialize treatments for rare diseases and conditions such as sickle cell disease and short bowel syndrome (SBS), has tapped CPR Strategic Marketing Communications ([www.cpronline.com](http://www.cpronline.com)) to lead initiatives focused on gaining formulary acceptance of NutreStore® [L-glutamine powder for oral solution] by managed care organizations nationwide.

“CPR has already proven to be an effective, pro-active firm,” says Yutaka Niihara, M.D., MPH, chief executive officer at Emmaus Medical, Inc. “We look forward to working with their team in order to successfully reach decision makers in the managed care community. CPR’s vast experience and expertise in this space aligns with Emmaus’ commitment to the development and commercialization of innovative and cost-effective medications to treat rare diseases.”

Short bowel syndrome (SBS) is a malabsorption disorder which has different etiologies. Most cases of SBS are acquired, although some infants are born with a congenital short bowel malformation. In adults, SBS is most often a complication associated with the treatment for Crohn’s disease or a superior mesenteric artery obstruction. It may also occur in patients after exposure to abdominal radiation or trauma. This condition offers exceptional difficulty in terms of cost of care and limited amount of options available for treatment. SBS affects less than 20,000 people in the United States and creates unique challenges for patients struggling to access medical care related to their conditions.

NutreStore<sup>®</sup> is a prescription drug approved by the Food and Drug Administration and is indicated for the treatment of SBS in patients receiving specialized nutritional support when used in conjunction with Zorbtive<sup>®</sup> [somatropin (rDNA origin) for injection] a recombinant human growth hormone that is approved for this indication.

CPR will generate materials to be used in presentations to pharmacy and therapeutics (P & T) committees at targeted health plans.

Joseph Carabello, president and CEO of CPR, adds, “Emmaus Medical is a collaboration of scientists and business leaders founded on a code of integrity and trust, and we look forward to helping them gain traction in the orphan space.”

**Important Safety Information:**

The symptoms experienced while taking NutreStore<sup>®</sup> may be due to SBS or may be side effects of NutreStore<sup>®</sup> and/or Zorbtive<sup>®</sup>. Reported side effects of NutreStore<sup>®</sup> included the urge to empty bowels, gas, abdominal pain, vomiting and hemorrhoids.

Zorbtive<sup>®</sup> is indicated for the treatment of SBS in patients receiving specialized nutritional support. Zorbtive<sup>®</sup> therapy should be used in conjunction with optimal management of SBS.

Some common side effects of Zorbtive<sup>®</sup> treatment include muscle and joint pain, and fluid retention (swelling). Zorbtive<sup>®</sup> may also cause serious side effects such as inflammation of the pancreas (pancreatitis), diabetes or other blood sugar problems, pain, numbness or tingling in the wrist and hand, or increased blood pressure in the brain. Growth hormone therapy should not be initiated in patients with acute critical illness due to complications following open heart or abdominal surgery, multiple accidental trauma or acute respiratory failure. Zorbtive<sup>®</sup> is contraindicated in the presence of active neoplasia (either newly diagnosed or recurrent). Any anti-tumor therapy should be completed prior to starting therapy with Zorbtive<sup>®</sup>. Zorbtive<sup>®</sup> is reconstituted with Bacteriostatic Water for Injection, USP (0.9% Benzyl Alcohol) and should not be administered to patients with a known sensitivity to Benzyl Alcohol.

**About Emmaus Medical**

Emmaus Medical, Inc., is a private company founded to develop new treatments for sickle cell disease and

other orphan diseases such as SBS. Emmaus is initiating a phase III multi-center, double blind, placebo controlled, clinical trial to determine the safety and efficacy of L-glutamine for sickle cell disease. Emmaus Medical is the recipient of an FDA orphan drug designation and fast track designation for the sickle cell project. For more information, please visit [www.emmausmedical.com](http://www.emmausmedical.com), or email [info@emmausmedical.com](mailto:info@emmausmedical.com) or call 310-214-0065.

**About CPR Strategic Marketing Communications**

Founded in 1981, CPR draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. For more information, please visit [www.cpronline.com](http://www.cpronline.com), or e-mail [pr@cpronline.com](mailto:pr@cpronline.com), or call 201-641-1911 x50.

NutreStore<sup>®</sup> and Zorbtive<sup>®</sup> are approved in the US and marketed by Emmaus Medical, Inc.