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Dr. William Bosch, a Nano-pharmaceuticals Industry Leader, Joins iCeutica

Philadelphia, PA, September 12, 2007: iCeutica, Inc. announces nano-pharmaceuticals industry leader Dr. William Bosch has joined iCeutica Inc. Until recently, Dr. Bosch was a senior member of the research and development management team at Elan Corporation responsible for Elan's NanoCrystal® Technology and the related drug reformulation and delivery business.

Dr. Bosch brings more than fifteen years of scientific innovation, leadership and team-building experience in pharmaceutical product development and drug delivery, having been a co-inventor, or having played a key role in the development of four of the five nano-particulate based drugs approved by the FDA in the last decade. His roles at Elan have encompassed basic research into nano-pharmaceuticals production, formulation science, regulatory strategy and IP prosecution. Dr. Bosch is widely regarded as a leader in the fields of drug delivery and manufacturing of nano-particles for pharmaceutical applications.

Dr. Bosch joins the team which is advancing a number of reformulated products into the clinic, utilizing iCeutica's proprietary Encapsulated Organic Nanoparticle (EON™) Platform. In addition to iCeutica's pipeline, these products include drugs reformulated under the recent collaboration with Iroko Pharmaceuticals as well as those being developed by Spree Pharma A/S, an iCeutica joint venture company.

"We are very pleased to have Dr. Bosch join us at this exciting period of the Company's growth. We are in the process of scaling up the EON platform in preparation for clinical trials and commercial manufacturing. Dr Bosch's unrivalled experience with nano-reformulation technologies will provide a significant boost to our regulatory and customer engagements," stated iCeutica CEO, Matt Callahan.

"iCeutica's EON platform is broadly applicable to a wide range of poorly soluble drug compounds and provides a novel and exciting approach to drug formulation development and drug product manufacturing. I am delighted to be joining the iCeutica team and look forward to working with them and our partners to maximize the potential of this important new technology," said Dr. Bosch.

About iCeutica: iCeutica commercializes products developed utilizing its proprietary EON™ Platform. EON is an enabling reformulation technology which applies simple and scalable processes to reformulate development stage and marketed products with solubility, delivery or bioavailability challenges.

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