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SAN ANTONIO, TX (August 26, 2009) – Mission Pharmacal announced today that it has acquired Dr. Smith’s Diaper Ointment, a one-of-kind formulation that provides fast, effective relief from the irritation of diaper rash. Dr. Smith’s brands were formerly distributed by Beta Dermaceuticals, Inc.

Dr. Smith’s Diaper Ointment fits Mission Pharmacal’s strategy to accelerate growth by continuing to expand its portfolio of unique brands. Dr. Smith’s will join the company’s other prescription and over-the-counter brands focused on the unmet needs of women, especially moms, which include the CitraNatal® family of prescription prenatal vitamins, Ferralet® 90 a prescription iron therapy, and Thera-Gesic® pain relieving cream.

Beta Dermaceuticals, Inc., a privately-held San Antonio, Texas company, has marketed Dr. Smith’s Diaper Ointment since the early 1990’s. The deal with Mission Pharmacal also includes the latest companion product, Dr. Smith’s RASH-n-ALL Ointment, an over-the-counter cream to provide relief and prevent skin rash.

“Dr. Smith’s is a great brand that was designed by a pediatrician and pharmacists with direct input from mothers so it’s a strong strategic fit for the Mission Pharmacal franchise,” said Neill Walsdorf, Jr., president of Mission Pharmacal. “Dr. Smith’s has a loyal and growing customer base and we are excited about the brand’s growth potential.”

“We are proud of having grown the Dr. Smith’s brand from its infancy and building distribution to the national level” said John M. Rangel, CEO of Beta Dermaceuticals. “With its strong brand-building heritage and San Antonio roots, Mission Pharmacal provides a solid home for Dr. Smith’s next phase of growth.”

About Dr. Smith’s Diaper Ointment

Dr. Smith’s Diaper Ointment is an effective and unique product for diaper rash sold without a prescription. Created in 1963, Dr. Smith’s Diaper Ointment began as a

quest of two San Antonio pharmacists and a pediatrician seeking a more effective, faster-acting, better-smelling diaper ointment, based on suggestions from mothers. Dr. Smith's can be found in retail stores nationwide.

About Mission Pharmacal

Mission Pharmacal is a privately held pharmaceutical company based in San Antonio, Texas. For more than 60 years, Mission has been committed to meeting the unique needs of women throughout all stages of life, identifying unmet health needs in the marketplace, and developing innovative prescription and over-the-counter products to meet them. Currently, Mission Pharmacal provides physicians and consumers with pharmaceutical and nutritional products. For more information on Mission, visit www.missionpharmacal.com.

About Beta Dermaceuticals

Founded in 1986, San Antonio, Texas-based Beta Dermaceuticals is a national marketer and distributor of quality, top-of-the-line dermatological products including Betamide Lotion, Beta Sal Shampoo and the soon to be released Beta XMA Cream. For more information, log onto www.beta-derm.com.

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