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DAVA announces partnership with DoctorDirectory.com to co-market VoSpire ER[®] (Albuterol Sulfate) Extended-Release Tablets

Fort Lee, NJ. DAVA Pharmaceuticals, Inc. (“DAVA”) announced that it is partnering with DoctorDirectory.com, Inc. to co-market VoSpire ER[®] (Albuterol Sulfate) Extended-Release Tablets through DoctorDirectory.com’s IncreaseRx[®] virtual marketing solution. IncreaseRx[®] utilizes web-based educational and promotional tactics to reach tens of thousands of interested prescribers with targeted sales and marketing messages. Essentially, IncreaseRx[®] performs as a virtual contract sales organization providing e-sampling and online educational tools. “Our team is looking forward to promoting VoSpire ER[®] with DAVA. Albuterol sulfate remains a standard of long lasting oral therapy for patients,” said Jay Grobowsky CEO for DoctorDirectory.

VoSpire ER[®] is indicated for the relief of bronchospasm in adults and children 6 years of age and older with reversible obstructive airway disease.

“We at DAVA feel that the DoctorDirectory team and the IncreaseRx[®] solution are an excellent fit for the continued promotion of VoSpire ER[®]. The strength of IncreaseRx[®] is in its ability to reach far more prescribers than we could have by utilizing a traditional sales force model. The value-based relationship that DoctorDirectory has with its physicians gives our brand a particularly attractive solution,” said Liad Spiro, Senior Director, Commercialization and Marketing for DAVA.

DoctorDirectory is a marketing solutions company that specializes in providing brand teams and their agencies web-based access to Healthcare Professionals. IncreaseRx[®] is a whitespace strategy designed to reach under-performing or inaccessible physician segments and generate incremental revenue from unrealized potential. It utilizes a suite of traditional and web-based tactics to generate incremental revenue for any pharmaceutical brand regardless of product life cycle.

DAVA Pharmaceuticals Inc., a specialty pharmaceuticals company, is focused on developing and marketing a broad portfolio of pharmaceutical products. DAVA is aggressively building its product portfolio through a combination of acquisitions,

strategic alliances, in-licensing transactions, partnerships and development. DAVA's headquarters is in Fort Lee, New Jersey. For further information about DAVA and VoSpire ER[®], please visit www.davapharma.com and www.VoSpireER.com.