

April 19, 2005 11:52 AM US Eastern Timezone

Zestra ``Feminine Arousal Fluid'' Now Available in Duane Reade Drugstores Throughout New York City; Only Clinically Proven Topical Arousal Product for Women



Now available in Duane Reade drugstores throughout New York City at the Pharmacy checkout counter, Zestra(TM) is the only product of its kind whose clinical study results are published in peer-reviewed medical journals. No other product is proven to be more effective for increasing female sexual arousal, pleasure and satisfaction. Zestra(TM) is topically applied, hormone-free and is not a drug. Zestra(TM) is widely recognized by women's health professionals as "the gold standard."
(Photo: Business Wire)

CHARLESTON, S.C.--(BUSINESS WIRE)--April 19, 2005--QualiLife Pharmaceuticals, Inc., a leading developer of clinically proven, non-prescription products for Women's Health, announces the availability of Zestra(TM) at Duane Reade drugstores throughout New York City. Zestra(TM) is widely recognized by women's health professionals as "the gold standard" for increasing female sexual arousal, pleasure and satisfaction.

"We are excited that Zestra(TM) is now being sold in Duane Reade, New York's #1 Drug Store," said pharmacologist Martin Crosby, President & Chief Scientific Officer of QualiLife Pharmaceuticals, Inc. "Placement in Duane Reade drugstores marks the first chain pharmacy distribution of Zestra(TM). We plan to have Zestra(TM) available on the shelves of every major pharmacy chain by the end of 2005."

Zestra(TM) "Feminine Arousal Fluid" (U.S. Patent 6,737,084) is the only product of its kind whose clinical study results are published in peer-reviewed medical journals. No other product is proven to be more effective for increasing female sexual arousal, pleasure and satisfaction. Zestra(TM) is topically applied, hormone-free and is not a drug.

According to a study published in the Journal of the American Medical Association (JAMA) titled "Sexual Dysfunction in the United States: Prevalence and Predictors" sexual problems, such as a lack of sexual desire, are more common in women than men, with 43 percent of women ages 18 to 59 reporting a prolonged problem versus 31 percent of men. (1)

"Although women have a higher incidence of sexual problems than men, the needs of women experiencing sexual difficulties have been largely underserved in the market until now," added Crosby. "Our company's goal is to satisfy those needs with novel, effective consumer products that can improve the quality of life for millions of women."

Zestra(TM) is found in Duane Reade at the Pharmacy checkout counter. Each box contains nine individual sachets.

About patented Zestra(TM) Feminine Arousal Fluid

Zestra(TM) is a topically applied blend of all-natural botanical ingredients scientifically formulated by pharmacists and sexual health experts to enhance female sexual pleasure. In clinical studies conducted by independent sexual medicine experts, Zestra(TM) improved level of desire, satisfaction and enhancement of sexual experiences in women. More information is available at www.zestraforwomen.com.

About QualiLife Pharmaceuticals, Inc.

QualiLife Pharmaceuticals, Inc. is a science-driven company focused on developing clinically proven Women's Health consumer products. Since 1996, the Company has leveraged its expertise in pharmacology, pharmaceutical technology and women's sexual health to "design and develop" selected plant-derived principles as proprietary consumer products with significant commercial potential. The Company applies its integrated scientific platform with natural products to specific target areas where it has substantial expertise. QualiLife Pharmaceuticals' believes this "design and develop" strategy increases the chances of successfully developing effective and widely embraced consumer products. These target areas primarily involve female sexual health, with other late-stage pipeline products that deliver substantial quality of life enhancements in women's health.

About Duane Reade Inc.

Founded in 1960, Duane Reade is the largest drug store chain in the metropolitan New York City area, offering a wide variety of prescription and over-the-counter drugs, health and beauty care items, cosmetics, greeting cards, photo supplies and photofinishing. As of December 25, 2004, the Company operated 255 stores. Duane Reade maintains a website at <http://www.duanereade.com>.

(1) Some form of female sexual dysfunction is prevalent in approximately 43 percent of the female population according to "Sexual Dysfunction in the United States: Prevalence and Predictors," Journal of the American Medical Association, February 10, 1999.

Contacts

Kupper Parker Communications
Emily Ross, 314-290-2156
eross@kupperparker.com