

Zestra for Women Demand Swells with Nationwide Availability in 10,000+ Pharmacies

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From Sexual Health Experts to Relationship Authors to Consumers - Everyone is Talking About Zestra(TM) for Women

CHARLESTON, S.C.--(BUSINESS WIRE)--May 17, 2005-- QualiLife Pharmaceuticals, Inc., a leading developer of clinically proven consumer products for Women's Health, announced that Zestra(TM), the first clinically proven sexual arousal solution for women, will be available in more than 10,000 pharmacies nationwide by mid-June 2005.

Source: QualiLife Pharmaceuticals, Inc.



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Within the past month, Zestra(TM) became available in Walgreens pharmacies nationwide, and Duane Reade drugstores throughout New York City. By mid-June, Zestra(TM) will be available in more than 5,000 CVS pharmacies spanning 36 states.

The rapid expansion from online-only sales to full nationwide retail pharmacy distribution signifies the pent-up demand for this highly effective consumer product, which provides robust increases in female sexual pleasure. Only Zestra(TM) is clinically proven in a well-designed, well-controlled clinical study, published in respected medical journals, and widely supported by women's sexual health professionals including: Ob/Gyn's, urologists, nurse practitioners, family practice physicians, sex therapists and recognized experts in female sexual medicine research.

"Despite the fact that women experience a greater incidence of sexual difficulties than men, the needs of women have not been met by previously available products. We are pleased that women across the country are rapidly gaining greater access to Zestra(TM), the only clinically proven product of its kind in the marketplace," said pharmacologist Martin Crosby, President & Chief Scientific Officer of QualiLife Pharmaceuticals, Inc. "In addition to retail distribution through Walgreens, CVS and Duane Reade, Zestra(TM) is

expected to be available at other major pharmacy chain stores by mid-summer 2005, increasing the number of stores to more than 15,000."

Non-prescription Zestra(TM) Feminine Arousal Fluid (U.S. Patent 6,737,084) is a scientific breakthrough in women's sexual health. No other product is proven to be more effective for increasing female sexual arousal, pleasure and satisfaction. The natural botanical ingredients in Zestra(TM) are not found in any other women's sexual product. Zestra(TM) is topically applied, hormone-free and is not a drug.

In March 2005, Obstetrical and Gynecological Survey published a Continuing Medical Education (CME) Review Article for OB/Gyn's and Family Practice physicians that acknowledges the benefits of Zestra(TM) for both arousal and orgasmic difficulties. The objective of the CME Review Article titled "Female Sexual Dysfunction: Principles of Therapy" is to provide the most current clinical information available to Obstetricians and Gynecologists on the topic of female sexual dysfunction and the principles of diagnosis and therapy.

In 2003, The Journal of Sex & Marital Therapy published a clinical trial titled "Randomized Placebo-Controlled Double Blind, Crossover Design Trial of the Efficacy and Safety of Zestra for Women in Women With, and Without Female Sexual Arousal Disorder." Among the robust benefits demonstrated in this study -- the use of

Zestra(TM) eliminated the undesirable sexual side effects that often stem from antidepressant use. In May 2005, this clinical trial article was reprinted on the Nurse Practitioners in Women's Health (NPWH) Web site.

About Zestra(TM) Feminine Arousal Fluid (U.S. Patent 6,737,084)

Zestra(TM) is a topically applied blend of all-natural botanical ingredients scientifically formulated by pharmacists and sexual health experts to heighten female sensation, arousal and pleasure. Ingredients: PA-Free Borage Seed Oil, Evening Primrose Oil, Angelica Extract, Coleus Extract, Vitamin C, Vitamin E and natural fragrances.

In published clinical studies conducted by independent sexual medicine experts, non-prescription Zestra(TM) improved level of desire, arousal and 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 consumer products for Women's Health. Since 1996, the privately-held 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, and other late-stage pipeline products that deliver substantial quality of life enhancements in women's health.

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