



## **MiddleBrook Pharmaceuticals Announces Promotion Partnership with DoctorDirectory.com for MOXATAG® (extended-release amoxicillin) Tablets, 775mg**

WESTLAKE, Texas, Feb 03, 2010 (BUSINESS WIRE) -- [MiddleBrook Pharmaceuticals, Inc.](#) (Nasdaq: [MBRK](#)) announced today that it is partnering with [DoctorDirectory.com, Inc.](#) (DoctorDirectory) to promote [MOXATAG](#) through DoctorDirectory's virtual marketing solution, [IncreaseRx®](#). IncreaseRx® utilizes web-based educational and promotional tactics to reach thousands of prescribers with targeted sales and marketing messages. IncreaseRx® performs as a virtual contract sales organization, providing health care professionals with access to electronic sampling and online educational tools and information.

"The IncreaseRx® virtual marketing platform will allow us to expand our reach to thousands of physicians beyond the geography covered by our sales territories," said John Thievon, president and CEO of MiddleBrook Pharmaceuticals. "We are pleased to partner with DoctorDirectory to promote MOXATAG, the only FDA-approved once-daily amoxicillin."

Jay Grobowsky, president and CEO of DoctorDirectory, said, "We see MOXATAG as a unique first-line narrow-spectrum antibiotic for the treatment of pharyngitis and tonsillitis and an ideal product for our IncreaseRx® solution. We're excited to partner with MiddleBrook to expose significant additional prescriber segments to MOXATAG product information and samples to help maximize prescription growth."

### [About DoctorDirectory.com, Inc.](#)

DoctorDirectory.com, Inc. is a marketing solutions company that specializes in providing web-based access to health care professionals. IncreaseRx® is a whitespace strategy designed to reach under-performing or inaccessible physician segments and generate incremental revenue. IncreaseRx® utilizes a suite of traditional and web-based tactics to generate incremental revenue for any pharmaceutical brand regardless of product life cycle. For more information about DoctorDirectory's IncreaseRx® solution please visit [www.contactdd.com](http://www.contactdd.com).

### [About MiddleBrook Pharmaceuticals:](#)

MiddleBrook Pharmaceuticals, Inc. (Nasdaq: MBRK) is a pharmaceutical company focused on commercializing anti-infective products that fulfill unmet medical needs. MiddleBrook's proprietary delivery technology--PULSYS--enables the pulsatile delivery, or delivery in rapid bursts, of certain drugs. MiddleBrook currently markets MOXATAG - the first and only FDA-approved once-daily amoxicillin - and KEFLEX, the immediate-release brand of cephalexin. For more information about MiddleBrook, please visit [www.middlebrookpharma.com](http://www.middlebrookpharma.com).

MiddleBrook, MiddleBrook Pharmaceuticals (stylized), MiddleBrook Pharmaceuticals, Inc., MOXATAG, PULSYS and KEFLEX are our trademarks and have been registered in the U.S. Patent and Trademark Office or are the subject of pending U.S. trademarks applications. Each of the other trademarks, tradenames, or service marks appearing in this document belongs to the respective holder, as used herein, except as otherwise indicated by the context.

### [About MOXATAG:](#)

MOXATAG (amoxicillin extended-release) Tablets, 775mg, is a once-a-day extended-release formulation of amoxicillin for oral administration consisting of three components: one immediate-release component and two delayed-release components. The three components of MOXATAG are combined in a specific ratio to prolong the release of amoxicillin compared to immediate-release amoxicillin. MOXATAG is intended to provide a lower treatment dose, once-daily alternative to currently approved penicillin and amoxicillin regimens for the treatment of adults and pediatric patients 12 years and older with tonsillitis and/or pharyngitis secondary to *Streptococcus pyogenes*. For more information about MOXATAG, visit [www.MOXATAG.com](http://www.MOXATAG.com).

### [FORWARD-LOOKING STATEMENTS](#)

Some of the statements contained in this press release contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, such as statements about MOXATAG's prescription growth and market share, and the ability of Increase Rx® virtual marketing platform to grow MOXATAG prescriptions. In some cases, forward-looking statements are identified by words such as "believe," "anticipate," "expect," "estimate," "will," "may," "should," "could," "would" and similar expressions. Such forward-looking statements reflect MiddleBrook's current plans, beliefs, estimates and views and involve a

number of known and unknown risks, uncertainties and other factors that may cause actual results to differ materially from those expressed or implied by such forward-looking statements. These factors include, among others, the failure to successfully commercialize MOXATAG, the severity of the strep throat season, the effectiveness of the Increase Rx<sup>®</sup> virtual marketing platform on MOXATAG prescription growth, and other risks identified in the sections titled "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" in MiddleBrook's Annual Report on Form 10-K for the year ended December 31, 2008 and in MiddleBrook's Quarterly Report on Form 10-Q for the quarter ended Sept. 30, 2009. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this press release. MiddleBrook undertakes no obligation to update publicly or review any of the forward-looking statements made in this press release, whether as a result of new information, future developments or otherwise.

SOURCE: MiddleBrook Pharmaceuticals, Inc.

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