



MAP Pharmaceuticals Appoints Frederick H. Graff Vice President, Commercial Operations

MOUNTAIN VIEW, Calif., Aug. 9, 2011 /PRNewswire/ -- MAP Pharmaceuticals, Inc. (Nasdaq: MAPP) today announced the appointment of Frederick H. Graff to the newly created position of Vice President, Commercial Operations.

Mr. Graff brings to MAP Pharmaceuticals more than 25 years of experience in commercial sales and marketing of pharmaceutical products. In this new role, Mr. Graff will lead the establishment of a commercial sales organization and will develop a U.S. launch strategy for LEVADEX® orally inhaled migraine drug in anticipation of potential approval by the U.S. Food and Drug Administration (FDA).

"We are pleased to welcome Fred to the senior management team at this pivotal time, as we build commercial infrastructure to support the launch and commercialization of LEVADEX, if approved," said Timothy S. Nelson, president and chief executive officer of MAP Pharmaceuticals. "Fred's accomplishments and experience with establishing and building successful sales organizations will be of great value to the Company as we pursue our goal of commercializing LEVADEX."

Mr. Graff has extensive experience launching and co-promoting new pharmaceutical products in both the specialty pharmaceutical and primary care sectors, including with partners. As a Senior Vice President of Sales at Sepracor, Inc., Mr. Graff built and scaled a fully integrated specialty sales organization from inception as part of the launch of Xopenex®, a nebulized respiratory product that eventually achieved annual sales in excess of \$550 million. Mr. Graff also spearheaded five sales force expansions over an eight-year period that included the launch of Lunesta®, a CNS (Central Nervous System) product, into specialty and primary care markets. He helped to drive Sepracor revenues to over \$1.1 billion, including over \$400 million in sales of Lunesta in its first 12 months. In addition, Mr. Graff played an integral role on the senior leadership team at Sepracor developing its commercial capability and championing key organizational development initiatives necessary to build and sustain a high performance sales organization.

At Vanda Pharmaceuticals Inc., Mr. Graff was the Vice President of Sales where he developed a sales force deployment strategy and launch plan for the neuroscience specialty sales force, as well as managed care market and pricing strategies, and established supply chain capability.

About MAP Pharmaceuticals

MAP Pharmaceuticals is an emerging biopharmaceutical company focused on developing and commercializing new therapies to address unmet patient needs in neurology. The Company is developing LEVADEX, an orally inhaled investigational drug for the acute treatment of migraine. The U.S. Food and Drug Administration has accepted for filing the New Drug Application for LEVADEX for the potential acute treatment of migraine in adults. MAP Pharmaceuticals has entered into a collaboration agreement with Allergan, Inc. to co-promote LEVADEX to neurologists and pain specialists in the U.S. The Company also applies its proprietary drug particle and inhalation technologies to generate new pipeline opportunities by enhancing the therapeutic benefits of proven drugs, while minimizing risk by capitalizing on their known safety, efficacy and commercialization history. Additional information about MAP Pharmaceuticals can be found at <http://www.mappharma.com>.

LEVADEX® has not been approved for marketing in the United States or any other country for any indication.

Forward-Looking Statements

In addition to statements of historical facts or statements of current conditions, this press release contains forward-looking statements, including with respect to MAP Pharmaceuticals' LEVADEX product candidate. Actual results may differ materially from current expectations based on risks and uncertainties affecting the company's business, including, without limitation, risks and uncertainties relating to the regulatory approval process for the Company's LEVADEX product candidate as well as the building of a commercial infrastructure. The reader is cautioned not to unduly rely on the forward-looking statements contained in this press release. MAP Pharmaceuticals expressly disclaims any intent or obligation to update these forward-looking statements, except as required by law. Additional information on potential factors that could affect MAP Pharmaceuticals' results and other risks and uncertainties are detailed in its Quarterly Report on Form 10-Q for the quarter ended June 30, 2011, available at <http://edgar.sec.gov>.

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