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PRESS RELEASE

NOVEN APPOINTS LANCE D. WILLIAMS AS VICE PRESIDENT OF HUMAN RESOURCES

Miami, FL, February 14, 2011 -- Noven Pharmaceuticals, Inc. today announced the appointment of Lance D. Williams as the company's new Vice President of Human Resources. In this role, Williams will be responsible for all human resources activities impacting Noven's workforce across the U.S. Williams will report to Jeff T. Mihm, Noven's Vice President, Chief Administrative Officer & General Counsel.

Williams has more than 25 years of experience in the pharmaceutical and related industries. Prior to joining Noven, Williams served as the Vice President of Human Resources at Ovation Pharmaceuticals/Lundbeck, Inc. Previously, he served in senior leadership positions in human resources at Astellas Pharma, Cardinal Health, Indalex and Fujisawa/American Pharmaceutical Partners. Earlier in his career, he served in the human resource organizations of Warner Lambert/Parke-Davis and The Upjohn Company.

Regarding Williams' appointment, Mihm said: "We are pleased and excited to welcome Lance to Noven. Lance brings extensive experience in the pharmaceutical industry, and his strong background across a broad range of HR competencies at organizations both large and small will help support the growth strategies of Noven and our parent company, Hisamitsu Pharmaceutical."

About Noven

Noven Pharmaceuticals, Inc. is a specialty pharmaceutical company engaged in the research, development, manufacturing, marketing and sale of prescription pharmaceutical products. Noven's business and operations are focused in three principal areas – transdermal drug delivery and related manufacturing, the Novogyne joint venture, and Noven Therapeutics, Noven's specialty pharmaceutical unit. Noven is committed to developing and offering products and technologies that meaningfully benefit patients, its customers and its industry partners. Noven is a stand-alone operating subsidiary of Japan-based Hisamitsu Pharmaceutical Co., Inc., and is positioned to serve as Hisamitsu's U.S. growth platform in prescription pharmaceuticals. For more information about Noven, visit www.noven.com. For information about Hisamitsu, visit www.hisamitsu.co.jp/english.

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