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PRESS RELEASE

NOVEN ANNOUNCES APPOINTMENT OF JEFF MIHM TO ITS BOARD OF DIRECTORS

Miami, FL and New York, NY, September 7, 2016 -- Noven Pharmaceuticals, Inc. today announced the appointment of Jeff Mihm to its Board of Directors, effective immediately. Noven is a stand-alone operating subsidiary of Japan-based Hisamitsu Pharmaceutical Co., Inc., serving as Hisamitsu's U.S. platform in prescription pharmaceuticals, and helping Hisamitsu bring the benefits of patch therapy to patients around the world.

Mr. Mihm, who currently serves as Noven's Chief Executive Officer, brings extensive industry and business experience to the new, expanded role. Prior to his appointment as Noven's CEO in January 2016, Mr. Mihm most recently served as Noven's Vice President, Chief Administrative Officer & General Counsel, where he oversaw Business Development, Corporate Affairs, Human Resources, Information Technology and Legal/Compliance functions. Prior to joining Noven in 2003, Mr. Mihm was a corporate attorney for more than 10 years, including as a partner in a national law firm.

Regarding Mr. Mihm's appointment to the Noven Board of Directors, Dr. Naruhito Higo, Chairman of Noven and Executive Officer and head of Research & Development for Hisamitsu, said: "Jeff Mihm has established himself as a CEO whose vision for future Noven/Hisamitsu strategy and bias for action, combined with his deep understanding of the Noven organization, make him a valuable addition to Noven's Board of Directors."

Said Mr. Mihm: "I appreciate the confidence that the Noven Board and Hisamitsu have placed in me. The entire Noven organization is focused on bringing meaningful new transdermal prescription products to the U.S. market to improve the quality of life of patients, and I look forward to continue to work closely with Noven colleagues, the Board and Hisamitsu to accomplish this mission."

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 mission is to develop and offer pharmaceutical products that meaningfully benefit patients around the world, with a commitment to advancing patient care through transdermal drug delivery. Noven is a stand-alone operating subsidiary of Japan-based Hisamitsu Pharmaceutical Co., Inc., serving as Hisamitsu's U.S. platform in prescription pharmaceuticals, and helping Hisamitsu bring the benefits of patch therapy to the world. For more information about Noven, visit www.noven.com. For information about Hisamitsu, visit www.hisamitsu.co.jp/english.

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