

FOR IMMEDIATE RELEASE

**NOVEN APPOINTS PATRICK GALLAGHER AS
VICE PRESIDENT OF BUSINESS DEVELOPMENT**

Miami, FL – February 3, 2010 – Noven Pharmaceuticals, Inc. today announced the appointment of Patrick Gallagher as the company’s new Vice President of Business Development. In this role, Gallagher will be responsible for all business development activities at Noven, including the in-licensing and out-licensing of new products and technologies, as well as the management and advancement of Noven’s relationships with product development and commercialization partners. He will report to Jeff T. Mihm, Noven’s Vice President, Chief Administrative Officer & General Counsel.

Gallagher has over 25 years’ experience in the pharmaceutical, biotechnology and drug delivery industries. Prior to joining Noven, Gallagher served as Senior Vice President, Business Development, Marketing & Sales at Acusphere. Previously, he served as Vice President, Corporate Business Development at Mylan Laboratories. Earlier, he held senior director positions at Bristol-Myers Squibb and Johnson & Johnson. As a corporate development and strategic planning consultant, Gallagher has also helped pharmaceutical, biotech and medical device industry clients develop and successfully execute critical business initiatives.

Regarding Gallagher’s appointment, Jeffrey Eisenberg, Noven’s President and Chief Executive Officer, said: “We’re very pleased to welcome Patrick to the company. He joins Noven with substantial pharmaceutical industry experience developed at both large and small organizations, and I’m confident that he will help us meaningfully advance our growth initiatives through effective business development and alliance management activities.”

About Noven

Noven Pharmaceuticals, Inc. is a privately-held specialty pharmaceutical company engaged in the research, development, manufacture, marketing and sale of prescription pharmaceutical products. Noven’s business and operations are focused in three principal areas – transdermal

drug delivery, the Novogyne joint venture, and Noven Therapeutics, Noven's specialty pharmaceutical unit. Noven serves as the U.S. growth platform for Hisamitsu Pharmaceutical Co., Inc., which acquired Noven in August 2009. For more information about Noven, visit www.noven.com.

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