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PRESS RELEASE

NOVEN APPOINTS SCOTT BRIGGS AS VICE PRESIDENT OF MARKETING & SALES

Miami, FL and New York, NY, March 30, 2015 -- Noven Pharmaceuticals, Inc. today announced the appointment of Scott Briggs as the company's new Vice President – Marketing & Sales, succeeding Andrew Panagy, who is retiring. In this role, reporting to Jeffrey Eisenberg, Noven's President and Chief Executive Officer, Briggs is responsible for all marketing and sales activities at Noven and Noven Therapeutics (the company's specialty pharmaceutical business unit).

Briggs has over 20 years' experience in pharmaceutical marketing and sales, strategic planning and business management. Prior to this appointment, he served as Vice President – Women's Health Sales for Noven Therapeutics, and as Noven's Executive Director – Marketing and Managed Markets. Prior to joining Noven, he was Senior Director of Marketing for JDS Pharmaceuticals, and held leadership positions in management and marketing with Ortho-McNeil Pharmaceutical (part of Johnson and Johnson).

"Over his career at Noven and elsewhere in the pharmaceutical industry, Scott has demonstrated outstanding leadership skills, and we are excited to announce his appointment as Noven's Vice President – Marketing & Sales," said Eisenberg. "We thank Andy for his years of service to Noven, and wish him well in retirement. At the same time, we look forward to Scott's continued and valuable contributions to the planning and execution of our commercial strategies, as we work to meaningfully benefit patients with Noven products."

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., and serves 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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