



FOR IMMEDIATE RELEASE

November 1, 2010-- Verrow Pharmaceuticals, Inc., Receives Federal Grant for Veropaque Development

LENEXA, KS -- Verrow Pharmaceuticals, Inc., has been awarded a \$244,000 Qualifying Therapeutic Discovery Project (QTDP) grant by the U.S. Government. This award recognizes the importance of Verrow's lead product Veropaque, a kidney safe X-ray contrast agent that will prevent 1.2 million cases of kidney injury and save the US healthcare system \$14 billion per year in direct costs.

Kidney damage caused by X-ray contrast agents is particularly prevalent in heart patients undergoing interventional and diagnostic procedures. For heart patients who have kidney risk factors such as diabetes, age over fifty, or pre existing kidney compromise, the incidence can exceed 25%. And the mortality rates for heart patients who develop X-ray contrast damage is 3 to 5 times greater than those who don't develop kidney damage from the X-ray contrast agent. Veropaque is safe for the kidneys; its adoption will prevent deaths and save billions in healthcare costs in the US and worldwide, and will transform the \$3 billion worldwide market for X-ray contrast agents.

About the QTDP Program: The QTDP program, enacted as part of the Patient Protection and Affordable Care Act of 2010 (PPACA), provides tax credits or grants to support therapeutic discovery projects that show a reasonable potential of resulting in new treatments for chronic or acute diseases, reducing long-term growth in healthcare costs or advancing a cure for cancer within 30 years. An additional priority was to select projects with the greatest potential to create and sustain high-quality, high-paying U.S. jobs and to advance U.S. competitiveness in life, biological and medical sciences

About VERROW Pharmaceuticals, Inc

Verrow Pharmaceuticals, Inc. (www.Verrow.com), a drug development company founded in 2006, is building a portfolio of kidney-safe products by applying a proprietary platform technology to proven drugs.