



ESP Equity Partners continues its support for EKR Therapeutics in Series C Financing

Cedar Knolls, N.J., August 16, 2007 – ESP Equity Partners, LLC, a private investment company with operations in the U.S. and China today announced that it has continued its investment support for EKR Therapeutics by participating in EKR's Series C financing round. EKR Therapeutics, led by Howard Weisman as Chairman and CEO, is a specialty pharmaceutical company focused on acquiring, developing, and commercializing proprietary therapeutics to enhance patient quality-of-life in the acute care setting. The Series C round successfully raised over \$13 million for EKR through the private placement of preferred shares.

This financing round was led by Quaker BioVentures, a new investor in EKR. Quaker is a Philadelphia-based venture capital firm with approximately \$500 million under management focused on investing in life science companies. Besides ESP Equity Partners, other participating investors included NewSpring Capital, Garden State Life Sciences Venture Fund, and the Merrill Lynch Capital Healthcare Finance Group, a division of Merrill Lynch Business Financial Services Inc.

Since beginning operations in June 2006, EKR has evolved rapidly from a start-up to a solid commercial organization. In this relatively short period of time, the Company completed the acquisition of U.S. rights to its first product, Gelclair®, recruited and deployed its own sales force, and in late 2006 began actively marketing Gelclair for the management of pain associated with chemotherapy and radiation induced oral mucositis/stomatitis. In connection with the Series C financing, EKR Therapeutics also announced the acquisition of its second product, DepoDur®, a patented morphine sulfate extended-release liposome epidural injection for post-surgical pain.

Including the Series C round, EKR has to date successfully raised over \$21 million in support of ongoing operations and potential product acquisitions. In addition to participating in the Series C, ESP Equity Partners was also a lead and/or significant investor in the Series A and Series B financing for EKR Therapeutics.

Doug Sheldon, a General Partner of ESP Equity, who is a member of EKR's board commented, "Since its founding in late 2005, EKR has been the primary focus of our investment activities in the USA with ESP Equity leading or significantly participating in every round of funding and providing additional important operational expertise."

"By attracting additional blue chip healthcare investors, such as Quaker Bioventures and NewSpring Capital", Sheldon concluded, "The EKR investment attests to our ability to execute

our investment strategy where our fund and operational expertise come together hand in hand to help build companies.”

ESP Equity Partners currently also has direct operations in China, where general partner Dr Jeffery Z. Li oversees operations from our Beijing office. Dr Li commented “In addition to our focus on specialty pharma and strong management teams, such as our investment in EKR and Howard Weisman, ESP Equity Partners is one of those few U.S. healthcare investment companies that are on the ground in China. The acquisition of pharmaceutical and medical assets is also one of the other areas that we focus on”.

About ESP Equity Partners

ESP Equity Partners LLC is a private investment company working closely with experienced local management teams to acquire pharmaceutical and medical assets in targeted therapeutic areas. ESP Equity Partners’ primary focus is the U.S. and China life science pharmaceutical industry. The fund is led by successful healthcare entrepreneurs with extensive international experience and a track record of sourcing undervalued products and executing deals in the US, Asia and South America. ESP Equity Partner has offices in New Jersey and Beijing. Additional information is available at www.espequity.com

About EKR Therapeutics

EKR Therapeutics is a privately held specialty pharmaceutical company. The Company focuses on the acquisition, development and commercialization of proprietary products for the acute care segment of the healthcare market, including oncology supportive care therapeutics. EKR has investment support from key life science financing firms, including ESP Equity Partners, NewSpring Capital, and Quaker BioVentures. For additional information about EKR visit the Company’s website at www.ekrtx.com. Full prescribing information for Gelclair is available at www.gelclair.com.

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