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Leading Pharmaceutical Firms Support National Addictions Vigilance Intervention and Prevention Program (NAVIPPRO™) System Will Detect Substance Abuse Patterns

Newton, MA, -- March 6, 2007 Inflexxion, Inc., producers of scientifically validated and cost-effective interactive technology solutions for critical areas of health care, today announced that Endo Pharmaceuticals and Alpharma, Inc. have become founding sponsors of its National Addictions Vigilance Intervention and Prevention Program (NAVIPPRO™). With additional support from the National Institute on Drug Abuse (NIDA), Inflexxion has designed NAVIPPRO to be a real-time national monitoring system for detection of prescription opioid drug abuse. Using data from substance abuse treatment centers across the country, the NAVIPPRO system will detect changes in prescription opioid drug abuse patterns and estimate relative rates of abuse based on careful statistical methodologies.

Nathaniel Katz, MD, MS, Medical Director for Risk Management Strategies at Inflexxion, stated that “NAVIPPRO has been designed in response to ongoing recognition by many authorities that more robust and innovative approaches to understanding and closely tracking the public health dilemmas of under-treated pain and prescription opioid abuse are needed in order to make better progress on these urgent societal issues. NAVIPPRO will fill the gaps in existing approaches to surveillance and intervention.”

“Endo’s support and use of NAVIPPRO, in conjunction with our other educational and risk management initiatives, underscores our commitment to the responsible manufacturing and marketing of opioid analgesics,” said Peter A. Lankau, Endo’s President and Chief Executive Officer. “As a market leader in pain management, we are proud of our association with this program, which we believe will be a valuable tool in helping to identify patterns of misuse, abuse and diversion of prescription pain medications.”

Ronald Warner, PhD, President of Alpharma Pharmaceuticals added “As one of the founders of NAVIPPRO, we anticipate this program will provide valuable information to support Alpharma’s mission to improve the treatment of chronic pain by becoming a leader in the development of abuse-deterrent opioid products. This new collaboration will help us identify risk areas so that we can develop solutions to maximize drug safety and minimize misuse of prescription pain medications. We look forward to incorporating it into our emerging risk management program.”

NAVIPPRO will support pharmaceutical risk management planning through signal detection, signal verification and geo-spatial mapping. It will also provide content-rich data that will help subscriber companies understand product-specific patterns of misuse, abuse, and diversion.

“NAVIPPRO will enable pharmaceutical companies to focus on emergent trends in the abuse of their products, and will help them to adjust their responses accordingly. In the future, we expect that NAVIPPRO will become the standard monitoring tool in prescription opioid risk management”, commented Simon Budman, PhD and CEO of Inflexion.

About Inflexion, Inc.

Inflexion Inc., founded in 1989, creates behavioral health solutions for prevention, education and disease management using engaging interactive multimedia and Internet technologies. Inflexion develops clinically tested programs for substance abuse and addiction, campus health, cancer, HIV, pain management, women’s health and other wellness issues. These innovative programs help health professionals, pharmaceutical and biotechnology companies deliver quality care to diverse populations. The Pain & Opioid Risk Management Division builds custom tools, products and services to support the risk management initiatives of companies that research, manufacture and market opioid pain medications and other therapeutic agents with potential abuse problems. Key offerings include NAVIPPRO, PainEDU.org and SOAPP®. Inflexion is based in Newton, MA.

About Endo Pharmaceuticals Inc.

A wholly owned subsidiary of Endo Pharmaceuticals Holdings Inc. (Nasdaq: ENDP), Endo Pharmaceuticals Inc. is a fully integrated specialty pharmaceutical company with market leadership in pain management products. Based in Chadds Ford, Pa., Endo researches, develops, produces and markets a broad product offering of branded and generic pharmaceuticals, meeting the needs of healthcare professionals and consumers alike. More information, including this and past press releases of Endo Pharmaceuticals Holdings Inc., is available online at www.endo.com.

About Alpharma Inc.

Alpharma Inc. (NYSE: ALO) is a global specialty pharmaceutical company with leadership positions in products for humans and animals. Alpharma is presently active in more than 60 countries. Alpharma has a growing branded franchise in the chronic pain market with its morphine-based extended release KADIAN® product. In addition, Alpharma is among the world's leading producers of several specialty pharmaceutical-grade bulk antibiotics and is internationally recognized as a leading provider of pharmaceutical products for poultry and livestock.

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