

FOR IMMEDIATE RELEASE

BLU PHARMACEUTICALS OPENS ITS DOORS WITH A GRAND OPENING CELEBRATION

Franklin, Kentucky, November 9, 2007 – Today Blu Pharmaceuticals celebrated the grand opening of its new corporate headquarters and warehouse in Franklin, Kentucky. Friends, business associates and the Franklin community attended today's ribbon cutting and open house.

Bill Luster, Blu's President, said, "I am grateful for this opportunity to introduce our company and express our appreciation to the community for its warm welcome." Sandy Graves, Franklin resident and Blu's newest employee, admits that everyone wants to know what we are doing here. She is happy to explain that "Today's open house has solved that mystery!"

Blu Pharmaceuticals is a small, minority-owned, generic pharmaceutical company. The company supplies product to major wholesalers, group purchasing organizations, mail order pharmacies and government agencies including the Veteran's Administration, Bureau of Prisons, Indian Health Services and Department of Defense.

The company's mission is to provide high quality products at competitive prices. Last year, generic pharmaceuticals accounted for 63% of all prescriptions, saving consumers an estimated \$8-\$10 billion a year. With over 80 new generic drugs entering the market by 2011, use of generic medications is expected to continue to increase.

Blu Pharmaceuticals' headquarters is located at 301 Robey Street, Franklin, KY 42134. For more information contact Debbie McCullum at Blu Pharmaceuticals at 270-586-6386 or by email at dmccullum@blurx.us.

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