FOR IMMEDIATE RELEASE

CONTACT:
Lea Studer
SCORR Marketing
308.237.5567
lea@scorrmarketing.com

Camargo Launches New Brand at GPhA as 505(b)(2) Development Continues Upward Trend

(Cincinnati, Ohio; February 4, 2015) – Camargo Pharmaceutical Services, a leading drug development organization specializing in the 505(b)(2) approval pathway, will reveal its new brand at the Generic Pharmaceutical Association (GPhA) Annual Meeting. The new brand comes as 505(b)(2) is fast becoming the preferred approval pathway for companies looking to reposition existing products or expand portfolios with differentiated products.

"The number of 505(b)(2) approvals has increased steadily in the past few years, and is more relevant than ever given current market constraints, such as the generics cliff," said Ken Phelps, president and CEO of Camargo. "To date, our team has guided more than 200 FDA approvals and now leads the largest percentage of 505(b)(2) submissions of any team submitting to the FDA," said Phelps. "The new brand encapsulates what we do best: identify and develop viable products."

In addition to the brand launch, Phelps said Camargo will be discussing the recently organized 505(b)(2) Forum, of which Camargo is a founding member.

The 505(b)(2) Forum was organized by product developers and service providers interested in improving best practices across the 505(b)(2) development process. With four events scheduled for 2015, participating companies and attendees will discuss the 505(b)(2) regulatory approval pathway and how this pathway can provide a cost effective and comprehensive solution for developing viable products.

-more-

The new brand will launch at Camargo's GPhA exhibit (Booth 11) at the annual meeting, Feb. 9-11 at the Fontainebleau Miami Beach. For an advanced look at the new brand and to learn more about how Camargo guides fast and cost-effective 505(b)(2) development from concept through commercialization, visit http://www.camargopharma.com/505B2globalexperts/index.html.

About Camargo Pharmaceutical Services
Camargo Pharmaceutical Services is the most experienced global strategist providing comprehensive drug development services specialized for the 505(b)(2) approval pathway and global equivalent processes. By assessing the scientific, medical, regulatory and commercial viability of product development opportunities, Camargo systematically builds and executes robust development plans that align with business strategies and ensure FDA buy-in every step of the way. Routinely holding three to six pre-IND meetings a month, Camargo works with product developers across more than 25 countries. Connect with Camargo on LinkedIn, read the company blog and visit camargopharma.com for more information.

###