

Industry veteran joins from GLAXOSMITHKLINE

Absorption Pharmaceuticals Hires Industry Veteran from GlaxoSmithKline

Absorption Pharmaceuticals, makers of leading premature ejaculation solution PROMESCENT®, hires Ms. Harpreet Sheridan as vice president of sales. Ms. Sheridan comes to Absorption from GlaxoSmithKline, where she was an executive sales specialist, focusing on male urology and sexual performance.

Los Angeles, CA - August 24, 2011 – Absorption Pharmaceuticals LLC (Absorption) is pleased to announce the hiring of Harpreet Sheridan as the vice president of sales. Ms. Sheridan comes to Absorption after a long, distinguished career at GlaxoSmithKline (GSK). After experience launching new drugs such as Jalyn and Staxyn, Ms. Sheridan was most recently the urology executive sales specialist for Levitra. Prior to GSK, Ms. Sheridan served as regional vice president for Keefe Commissary Network and Courtesy Products (A division of Centric Group).

Ms. Sheridan is responsible for medical sales of Absorption's first product, PROMESCENT, recognized by [numerous urologists](#) as a preferred solution for premature ejaculation. She will develop a direct sales force as well as a network of distributors in order to expand the adoption of PROMESCENT by the medical community as a safe, effective, easy-to-use product for men with premature ejaculation.

“We are thrilled to have Harpreet join our management team,” says Jeff Abraham, CEO of Absorption Pharmaceuticals. “She really understands the commitment by urologists, sexual therapists and GPs to solve their patients' sexual dysfunction problems with the best possible products. In addition, Harpreet brings tremendous enthusiasm and dedication to customer service.” The addition of Ms. Sheridan continues to validate Absorption Pharmaceuticals as a provider of medical products and PROMESCENT as a leading product for premature ejaculation. Absorption has already sold over 5,000 bottles of PROMESCENT, the majority through urologists and sex therapists and the number of physicians who either carry or recommend the product continues to grow.

“Until PROMESCENT, there have been no good options for men to [stop premature ejaculation](#),” says Ms. Sheridan. “SSRIs have unwanted side effects. And other desensitizing sprays and creams don't have the absorption technology which is necessary to achieve a fast-acting, controllable dose. PROMESCENT is

a revolutionary product and I look forward to making it available to millions of men with PE.”

PROMESCENT is available in a metered-dose spray bottle on-line and directly from urologists and therapists in the United States and Puerto Rico.

About Absorption Pharmaceuticals LLC

Absorption Pharmaceuticals is the creator and producer of PROMESCENT, a specially-formulated topical anesthetic for premature ejaculation. Developed with a leading U.S. university's school of pharmacy, PROMESCENT's absorption technology, in conjunction with the metered-dose spray bottle, enables men to deliver a specific and reproducible amount of lidocaine through the stratum corneum of the penile skin the dermis and control ejaculation latency.

PROMESCENT allows men to easily manage penile sensitivity in order to maintain optimum sexual satisfaction.