

AlphaRx Inc. Delivers its first Flexogan order to Shoppers Drug Mart

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RICHMOND HILL, ON, Feb. 17 /CNW/ - AlphaRx Inc. (OTCBB: [ALRX](#) - [News](#)) is pleased to announce that it has shipped its Flexogan(TM) line of products to Shoppers Drug Mart, Canada's largest retail drug store chain. Flexogan will be featured in over 850 Shoppers and Pharmaprix Stores across Canada.

"We welcome Shoppers Drug Mart to the growing list of Canadian retailers featuring Flexogan in their stores. The addition of Shoppers' account strengthens Flexogan's position as a national brand in the topical pain relief category," said Mr. Michael Lee, President of AlphaRx.

AlphaRx has a comprehensive branding strategy in place for Flexogan with a view to establishing Flexogan as the leading topical pain relief brand in North America.

About Flexogan

Flexogan(TM) is a series of over-the-counter pain relief products incorporating AlphaRx's proprietary BCD(TM) (Bioadhesive Colloidal Dispersion) advanced drug delivery technology. Independent research confirms Flexogan(TM) formulations suppress induced inflammation as much as 300% more effectively than current best selling North American topical pain relief products. For more information, please visit www.flexogan.com.

About AlphaRx Inc.

AlphaRx is an emerging biopharmaceutical company utilizing proprietary drug delivery technology to develop novel formulations of drugs that are insoluble or poorly soluble in water or have yet to be administrable to the human body with an acceptable delivery method. AlphaRx's broad product pipeline consists of drugs with a strong commercial potential that can be dramatically improved through the application of its proprietary BCD(TM) drug delivery technology.

FORWARD LOOKING STATEMENTS:

This release contains forward-looking statements within the meaning and pursuant to the Safe Harbor provisions of the Securities Litigation Reform Act of 1995 and involve risks and uncertainties that may individually or mutually impact the matters herein described, including but not limited to product development and acceptance, manufacturing, competition, regulatory and/or other factors, which are outside the control of the Company.

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