



NEWS

FOR IMMEDIATE RELEASE

Frost & Sullivan Report Declares Next Pharmaceutical's Natural Ingredient Flavoxine™ THE Most Exciting New Cholesterol Lowering Natural Product on Market

Carlsbad, CA, March 1, 2007 – Next Pharmaceuticals announced today the release of a new report by Frost & Sullivan that declared Flavoxine the most promising formulation in the natural product industry for lowering bad cholesterol. The Frost & Sullivan study evaluated five competitive products: Resterol, Cholestin, Reducol, Pantestin and Flavoxine. It concluded that when compared with the other natural ingredient cholesterol reducing products, Flavoxine appears to be an exciting new entry into the growing market of natural products for maintaining heart health.

“Flavoxine is the result of many years devoted to finding a natural pre-pharmaceutical formulation that would be both safe and effective in reducing cardiovascular risk,” said Bob Garrison, President and CEO of Next Pharmaceuticals. “We are honored to be chosen as the most exciting cholesterol-reducing natural product on the market in this new report. We believe that Flavoxine is a blockbuster formula and our clinical trials indicate that it will help sustain a healthy heart by addressing multiple risk factors.

In a double blind, placebo-controlled clinical trial with 80 participants divided into overweight (experimental and placebo) and normal weight (experimental and placebo) groups. Flavoxine exhibited extraordinary results for both experimental groups: however the statistical significance between the overweight groups was superior. The study indicated that Flavoxine also reduced C-Reactive Protein (an indicator of inflammation)

and significantly lowered blood pressure.

The Frost and Sullivan report further indicated that one of the primary actives in Flavoxine lowers LDL cholesterol by increasing the receptors in the liver for LDL cholesterol. This is a different mechanism of action than the statin drugs, and could position Flavoxine as a complementary strategy to drug therapy for individuals who require prescription drugs.

About Next Pharmaceuticals

Next Pharmaceuticals, Inc. (NPI) was founded in 1997 with the purpose of developing new, patented, natural ingredients for healthy living products in the dietary supplement, food and beverage industries. The goal of the company is to expand self-care and keep people out of the health care system for a longer period of time. NPI has successfully developed seven patented plant extracts that have significantly expanded the choices for self-care products while providing large consumer brands with powerful product differentiation. For more information logon to www.nextpharmaceuticals.com.

MEDIA CONTACT: Connie St John at 415-454-2243, 415-302-7438, mobile or connie@stjohnpr.com. Report available upon request.

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