



TARO Pharmaceutical Industries Ltd

Multimedia News Release - ElixSure(TM) Turns Children's Cold Medicine Upside Down

September 23, 2003

HAWTHORNE, N.Y., Sep 23, 2003 /PRNewswire via COMTEX/ -- Get ready for the biggest innovation in children's products since disposable diapers! Just in time for back-to-school runny noses and cold and flu season, Taro Pharmaceuticals introduces ElixSure(TM), a line of spill-resistant single-symptom children's medications for fever/pain, cough, and congestion. Utilizing Taro's unique NonSpil(TM) delivery system, the pediatric formulations pour like a liquid but resist spilling.

To view the Multimedia News Release, go to:

<http://www.prnewswire.com/mnr/elixsurelaunch/11187/>

"Giving liquid medicines to children can be frustrating for parents, doctors and children at a time when the emphasis should be on comforting a sick child," said Barrie Levitt, M.D., Chairman of Taro. "ElixSure's spill-resistant formulations can help reduce the stress and mess of giving children their medicine while ensuring they receive the doctor-recommended dose."

A recent survey conducted by Taro and the National Association of Child Care Professionals (NACCP) found that 61 percent of parents spill liquid medicines when administering them to their children, and more than half reported that their children resist taking medication*. Stress and stained pajamas aside, seventy-five percent of parents said they would be concerned their child is not getting the proper dosage if medicine spills.

"As a mother of three young children, I know how difficult it is to get a sick, cranky child to take his medicine," said Jennifer Trachtenberg, M.D., a pediatrician and clinical instructor of pediatrics at Mt. Sinai Medical Center in New York. "As a pediatrician, I also know how important it is for kids to get the accurate dose of cold medicine they need for safe and effective relief. ElixSure(TM) not only makes a parent's job easier, but the flavors and unique formulation can make taking medicine more enjoyable and interactive for kids."

The nature of the highly shear, pressure-sensitive semi-liquid formulation allows for ease of pouring, leveling on the spoon, and spill resistance. ElixSure(TM) products are formulated as solutions, as opposed to suspensions, so ElixSure(TM) does not require shaking prior to use. This helps to ensure accurate dosing. ElixSure(TM) can be squeezed from the child-proof bottles onto a calibrated dosing spoon included with each package. While ElixSure(TM) can be administered via a standard teaspoon, the flat-bottomed dosing spoon is designed to fit comfortably into a child's mouth. The pressure of a child's tongue and mouth on the spoon helps the medicine to liquify for easy swallowing. The spoon can also be conveniently set on a table and handled by a child, which can encourage participation in taking medicine at an earlier age.

ElixSure(TM) is available at food, mass and drug retailers nationwide in the following 4-ounce formulations: Fever/Pain formulation with acetaminophen in bubble gum, grape, and cherry flavors; Congestion medication with pseudoephedrine HCl in a grape bubble gum flavor; and Cough formulation with dextromethorphan HBr in a cherry bubble gum flavor. The suggested retail price is \$5.99.

ElixSure(TM) has earned the prestigious Good Housekeeping Seal from the Good Housekeeping Institute. Since 1909, the Good Housekeeping Seal has been a highly recognized statement of the magazine's Consumer's Policy and is a true testament to the quality and efficacy of the product line.

For more information, please visit www.elixsure.com. To view a demo of ElixSure(TM), click on About ElixSure(TM).

Taro Pharmaceuticals U.S.A., Inc. is the U.S. affiliate of Taro Pharmaceutical Industries Ltd. (Nasdaq: TARO). Taro is a multinational, science-based pharmaceutical company dedicated to meeting the needs of its customers through the discovery, development, manufacturing and marketing of the highest quality healthcare products. Taro produces a variety of prescription, over-the-counter and generic medications. These include topical dermatological prescription pharmaceuticals, a category in which Taro is an acknowledged leader, as well as a growing line of oral dose drugs used primarily in cardiovascular and neurological disorders.

Utilizing its expertise with semi-solids, Taro developed the NonSpil(TM) liquid drug delivery system. ElixSure(TM), a line of spill-resistant single-symptom children's medications, is the first application of this technology. Taro is developing additional products using the NonSpil(TM) delivery system. For more information about Taro, visit www.taro.com.

* August 2003 survey by Kelton Research of 300 parents with children ages 2-6.

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