

Alpharma Names ValueCentric for Fee for Service Monitoring; Maintain Supply Chain Integrity with Schedule II Drug

Orchard Park, NY (August 9, 2006) – ValueCentric, LLC announced today that Alpharma, Inc. has selected the company's award-winning ValueTrak™ on-demand data management and performance analytics solution to monitor sales activity and Fee for Service compliance. As a global specialty pharmaceutical company, Alpharma's core business segments include an active pharmaceutical ingredients business, a growing branded products business and an internationally recognized animal health business focused on products added to animal feed that promote good health.

Dave Janca, ValueCentric's Founder and CEO, noted in making the announcement, "As a specialty pharmaceutical company with a C-II drug among their product offerings, Alpharma will benefit from increased sales visibility and downstream transparency across its supply chain. At the same time, Alpharma will receive ValueTrak's comprehensive Fee for Service compliance monitoring capability. ValueTrak will allow Alpharma to maintain the safety and security of their supply chain while receiving detailed performance analytics for each of their products."

Upon selecting ValueCentric as their data solutions provider, Keith Bernius, Alpharma's Senior Director of Finance, commented, "With a schedule II tightly managed drug within our product line, managing a safe and secure supply chain is of utmost importance. In delivering a controlled substance to the market, we will rely on ValueTrak's vast capabilities to increase visibility across our supply chain, monitor Fee for Service compliance and establish measurable sales goals based off the system's data."

"ValueCentric is dedicated to providing world-class pharmaceutical companies such as Alpharma with the best analytical data services the industry has to offer. Given ValueTrak's secure on-demand environment, infrastructure savings, rapid implementation, seamless upgrades and real-time data management, we are confident that Alpharma will see a rapid and measurable return on investment." Janca added.

About ValueCentric:

ValueCentric, LLC is a leading data and performance analytics company providing on-demand services to the pharmaceutical industry. Through its hosted data service, ValueTrak(SM), the company currently analyzes manufacturer's sales, inventory, service levels and supply chain data, including data provided through RFID. The company serves such world-class customers as AstraZeneca, Cephalon, Genzyme, JOM Pharmaceuticals and P&G Pharmaceuticals. ValueCentric's best-in-class technology strengthens and enhances the profitability of relationships between suppliers and the finished goods forward participants in their supply chain. To learn more, please visit www.valuecentric.com or contact David Flood, Vice President, Information Services, at 716-667-0297 x103.

About Alpharma:

Alpharma Inc. (NYSE: ALO) is a global specialty pharmaceutical company with leadership positions in products for humans and animals. Alpharma is presently active in more than 60 countries. Alpharma has a growing branded franchise in the chronic pain market with its morphine-based extended release KADIAN® product. In addition, Alpharma is among the world's leading producers of several specialty pharmaceutical-grade bulk antibiotics and is internationally recognized as a leading provider of pharmaceutical products for poultry and livestock.