

X-Gen Pharmaceuticals Selects ValueTrak® to Provide Supply Chain Visibility to their Expanding Product Line

Orchard Park, NY – March 12, 2008– ValueCentric®, the leading provider of on-demand data management and performance analytics to the pharmaceutical industry, today announced that X-Gen Pharmaceuticals has selected the company's industry leading platform, ValueTrak® to increase product visibility throughout its supply chain.

With a strong product line composed of 50 sku's, X-GEN is positioned to expand its product focus and committed to developing a broader line of products, enhancing patient care through the delivery of affordable generic equivalents.

"We are looking for more visibility of our aggressively growing product line as well as improving our sales forecasting, financial management and our marketing programs. ValueTrak can provide us with the data we need to be successful in this highly competitive market," states Robin Liles, X-Gen's Corporate Vice President.

In making the announcement, Dave Janca, ValueCentric's Founder and CEO remarked: "We are pleased to include X-Gen Pharmaceuticals among our world-class customers, and we are confident that the ValueTrak platform will closely align with their aggressive growth plans. We dedicate ourselves to the goals of our customers and provide the expertise to deliver on them. We have a strong foundation of data management and analytic services that X-Gen can leverage immediately. As we continue to add new capabilities to ValueTrak, our customers will benefit from the enhanced user dashboard, improved reporting capabilities, and new data streams that will allow them to proactively analyze the market for their products from the distribution center to the prescription out of the store. Our objective continues to be to help our customers remain a step ahead of the industry challenges and constant change that they face. X-Gen will be prepared with the essential tools to help grow their business in this dynamic environment."

About ValueCentric:

ValueCentric, LLC® is the leading provider of on-demand data management and performance analytics to the pharmaceutical industry. ValueTrak, its on-demand Sarbanes-Oxley compliant platform manages a broad array of data for over 100 companies on a daily basis. ValueTrak analyzes sales, inventory, service levels, and critical supply chain data for world-class pharmaceutical companies such as AstraZeneca, Johnson & Johnson, Procter & Gamble and Roche 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 about ValueCentric, LLC. or ValueTrak, please visit www.valuecentric.com or contact Joe Bovi, Vice President, Sales, at 716-972-1600.

About X-Gen:

X-GEN Pharmaceuticals, Inc. is focused on the development, manufacture and delivery of specialty pharmaceutical products which serve the healthcare community as effective, generic treatment choices. X-GEN's expanding product line offers a broad range of dosage forms including injectables, anti-infective solutions, oral solids, powders for prescription compounding and inhalants. For further information about X-GEN Pharmaceuticals call (866) 390-4411, or visit the web-site at www.x-gen.us.