



Richard H. Roberts, M.D., Ph.D.
President & Chief Executive Officer

URL Pharma, Inc.
URL Distribution
Mutual Pharmaceutical
Company, Inc.

AR Scientific, Inc.
1100 Orthodox Street
Philadelphia, PA 19124
215-288-6500
www.urlpharma.com

March 29, 2011

Dear Shar-Pei owner who contacted us:

I was pleased when FDA gave us permission to include the owners of Shar-Pei dogs in our Patient Assistance Program. There are a few things that I want you to know.

1. Your emails helped to achieve this result

We were completely unaware of the needs of Shar-Pei dogs and the serious impact of Familial Shar-Pei Fever (FSF) until we received your emails. In particular, several emails (from Ms. L, Ms. G, and Ms. D) provided a reasoned, highly informative presentation to Customer Service that educated us on the issue and asked for our help. When the situation of Shar-Pei owners and their pets was brought to my attention, we engaged legal counsel on this issue to contact FDA seeking permission to help Shar-Pei owners. There are many laws and regulations surrounding this issue which required us to get assurance from FDA that nothing untoward would happen to us for our helping you.

You and your colleagues deserve the credit and I want to thank you, personally, since we did not know that the Shar-Pei community needed help until we were informed that there was a problem. This credit goes to you.

2. The Colcrys Patient Assistance Program (PAP) is now available to you

The Colcrys PAP program is now open to Shar-Pei owners currently only by telephone. You may apply for the PAP by calling 1-888-811-8423 from 8:00 am to 6:00 pm Eastern Time Monday through Friday. By the end of this week, or early next week, Shar-Pei owners will also be able to apply online at www.needymeds.org.

Here is how the program works:

- Shar-Pei owners with annual household incomes of up to three times the federal poverty level (for example, \$67,050 per year for a family of four) can receive Colcrys free of charge
- Shar-Pei owners with annual household incomes between three to four times the federal poverty level (from \$67,051 to \$89,400 per year for a family of four) can receive Colcrys for \$5 per month

- Shar-Pei owners with annual household incomes between four to six times the federal poverty level (from \$89,401 to \$134,100 per year for a family of four) can receive Colcrys for \$25 per month

Applicants must provide a valid Colcrys prescription from a licensed veterinarian, and must attest that Colcrys will be used solely for their Shar-Pei dog. Applicants who qualify for the program will be able to select a 30-day supply (60 tablets), 60-day supply (120 tablets) or 90-day supply (180 tablets) of Colcrys. Those receiving financial assistance must re-apply for the program annually.

Please note that Colcrys is not FDA-approved for veterinary use. URL Pharma does not promote the use of Colcrys in animals.

I want you to know that URL Pharma loses money on every Colcrys prescription supplied through the PAP. The copay, if any, stays with NeedyMeds, an outside organization that we pay to administer this program for the benefit of patients. We supply Colcrys to NeedyMeds for free. We have no ownership position, whatsoever, in NeedyMeds. Quite simply, we provide the PAP to help people.

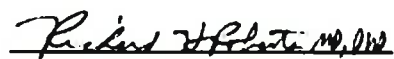
3. FDA rarely receives letters of thanks

FDA has a tough job. When things go well, they rarely hear from anyone. But if something goes wrong, then the Agency is criticized in the press. FDA "went out on a limb" for Shar-Pei owners in this case (we have too). I have never seen FDA do this before in my 23 years in the pharmaceutical industry.

If you would like to express your gratitude to FDA then you can send an e-mail or letter to me through our Customer Service department. I will assure that all appropriate notes are forwarded to the applicable people at FDA.

I am glad that we could be of assistance. Please feel free to forward this email to other Shar-Pei owners if you would like to do so. If any difficulty arises, in Shar-Pei owners getting admittance to our PAP, then please contact our Customer Service Department and we will follow up.

Yours truly,



Richard H. Roberts, M.D., Ph.D.
President and Chief Executive Officer
URL Pharma

RHR/ph