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**RHEI PHARMACEUTICALS LICENSES ATTENTAL FROM METHAPHARMA
(VEMEDIA GROUP)FOR DISTRIBUTION THROUGHOUT ASIA**

**- Natural Supplement For Attention-Deficit Hyperactivity Disorder in Children
Fulfills Growing Need Throughout Asia -**

NEW HAVEN, Conn. - Kortrijk-Belgium, January XX, 2008 - - RHEI Pharmaceuticals, Inc., a fully integrated specialty pharmaceuticals company focused on bringing proprietary medicines to the China market, and MethaPharma, part of then Vemedia Group, today announced that RHEI has licensed from MethaPharma the exclusive right to market and distribute Attental® throughout Asia. Attental is a nutraceutical currently commercially available in Europe for attention-deficit hyperactivity disorder (ADHD) in children.

“There is a great opportunity for Attental throughout Asia where parents prefer giving their children natural products versus prescription drugs,” said Dr. X. Sylvia He, Chief Executive Officer of RHEI. “There has been a growing awareness of ADHD in Asia as a more western diet and lifestyle is adopted. In addition, there are now several government programs in place to train doctors and teachers to better identify and treat children suffering from ADHD. RHEI will utilize its experience in pharmaceutical marketing and its network of contacts, particularly within the pediatric community, to bring this important natural remedy to the Asian market.”

Attental has been proven in a randomized, double-blind, placebo controlled clinical trial to better overall motor performance and improve reading and spelling in children. The clinical trial demonstrated a significant improvement in the Conners’ Teaching Rating Scale-L (CTRS-L) of 59 items describing different aspects of child behavior , as well as in the Child Behavior Checklist (CBCL) – standard evaluation methods for ADHD.

“RHEI’s approach which includes a hospital-based sales force in China that understands the scientific aspects of ADHD and can communicate the benefits of Attental, combined with their experience in direct to consumer and pharmacy-based marketing is the perfect partner to market and distribute Attental throughout Asia,” said Curd Devos, CEO of MethaPharma. “We see tremendous growth potential for a product like Attental in the

Asian market. It is estimated that 19.8 million children in China alone suffer from ADHD and as awareness of the disorder grows, we believe that by working with RHEI we will be well positioned to offer children and their parents a natural product that has been clinically proven to improve the behavior associated with ADHD.”

About MethaPharma

Methapharma was founded in 2003 and develops high quality food supplements (nutraceuticals). Methapharma is present in the Belgian market since 2005 with glucosamine-products such as Osteoplus, Glucactiv and Chondractiv for a fluid articulation. After some time, Benypro was launched for the prostate and Attental for ADHD (Attention Deficit Hyperactivity Disorder), dyslexia and concentration problems. Methapharma is now part of the Vemedia group. For more information see www.vemediapharma.com .

About RHEI Pharmaceuticals

RHEI Pharmaceuticals is a venture backed specialty pharmaceutical company with operations in the U.S. and in China that acquires, licenses, develops and commercializes in China proprietary drug therapies based upon the unmet needs of the emerging China pharmaceuticals market. RHEI leverages its proprietary and extensive network of experienced clinical development and regulatory professionals in China to expedite approvals for pharmaceuticals new to the China market. RHEI’s growing sales and marketing capabilities then provide broad patient access in China to these new and critically necessary therapeutics. RHEI specializes in hospital-based proprietary products with a therapeutic focus on urgent unmet needs in the areas of cancer, cardiovascular disease, diabetes, neurology, and other life threatening conditions.

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