

## **MAXIOM GROUP AND LUPIN PHARMACEUTICALS ACT TO ENSURE SAFETY OF U.S. DRUG SUPPLY**

### *Counterfeiting Readiness Meets Strict Supply Chain Security Requirements*

**Waltham, MA, May 27, 2008** – [Maxiom Consulting Group](#), Inc., a leading strategic business and IT consulting firm exclusively serving the life sciences industry, today announced that it has partnered with Lupin Pharmaceuticals, Inc. in the development of a Serialization and Pedigree Readiness Plan to help ensure the safety and security of their U.S. drug supply. Lupin is a leading global player in Anti-TB, Cephalosporins (anti-infectives) and Cardiovascular drugs (prils and statins) and has a notable presence in the areas of diabetology, NSAIDs and Asthma.

Under the plan, Maxiom Group has provided product packaging, data and system requirements necessary to attain California serialization and electronic pedigree (ePedigree) compliance. The California law, which contains the most significant and substantial supply chain security requirements to date will require pharmaceutical manufacturers to create unique identifiers for products, track each product's history (pedigree), and maintain electronic supply chain records. The U.S. Food and Drug Administration (FDA) and at least 17 states have adopted some form of prescription drug security legislation or guidelines to ensure the safety and security of the United States drug supply.

According to Todd Applebaum, Vice President, Strategy and Operations at Maxiom Group, "We are very pleased to have worked with Lupin Pharmaceuticals to maintain a compliant and secure supply of Lupin's important pharmaceutical products within the U.S. Lupin's strategy of moving forward to meet the California ePedigree and serialization guidelines is a commitment to excellence, and we are confident that Lupin's leadership and our partnership with them will help protect American consumers."

### **ABOUT MAXIOM GROUP**

Maxiom Group is a leading strategic business and IT consulting firm exclusively serving the life sciences industry. We help transform emerging, established and mature biotechnology, pharmaceutical and medical device companies at each stage of their life cycle by solving mission critical business issues. From drug discovery and development, to clinical trials, to commercial launch and sustained market leadership, Maxiom Group clients rely on our unique focus, insight and approach. For more information please visit [www.maxiomgroup.com](http://www.maxiomgroup.com).

### **ABOUT LUPIN PHARMACEUTICALS**

Lupin Pharmaceuticals, Inc. is the U.S. wholly owned subsidiary of Lupin Limited, which is among the top five Pharmaceutical companies in India. Through its sales and marketing headquarters in Baltimore, Maryland, Lupin Pharmaceuticals, Inc. is dedicated to delivering high-quality brand and generic medicines trusted by healthcare professionals and patients across geographies. For more information, visit [www.lupinpharmaceuticals.com](http://www.lupinpharmaceuticals.com).

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