



## **News Release**

Aqua Pharmaceuticals, LLC  
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### **Aqua Pharmaceuticals, LLC announces the addition of Rich Porreca as National Sales Director**

West Chester, PA – January 17, 2012

West Chester based Aqua Pharmaceuticals today announces the addition of Rich Porreca as National Sales Director. In this role, Mr. Porreca will be responsible for the management of one of Aqua's nationally aligned divisions.

Mr. Porreca joins Aqua following a highly successful career with Novartis Pharmaceutical Corporation where he held the position of Director, Regional Managed Care Accounts for the Mid-Atlantic States. During his 30 year career with Novartis, he led Managed Care Account Managers with new product launches, executed contracting and pull-through strategies and tactics for the entire Novartis portfolio of products for multiple billion dollar brands. Rich managed 11 Account Managers as well as 15 brands in his most recent role, responsible for over \$250,000,000 in business in his Mid-Atlantic Region. Rich was recognized by Novartis with the prestigious Global, Distinguished Leadership Award. Rich brings tremendous value to Aqua given his previous experiences along with proven leadership results over a consistent period of time. "I am excited to have the caliber leadership in both Rich Porreca and Steve Embry on the leadership team" said Ted White, Aqua Vice President, Sales.

### **About Aqua Pharmaceuticals**

West Chester, PA based Aqua Pharmaceuticals is a specialty pharmaceuticals company focusing on acquiring, developing, and marketing prescription dermatology products. Aqua is a portfolio company of Roundtable Healthcare Partners, an operations-oriented private equity firm. For more information, visit [www.aquapharm.com](http://www.aquapharm.com)