



United We Stand

Bi-Coastal Pharmaceutical Corp.®

Sales, Marketing, Consulting



Press Release

Lannett Company Signs Direct Sales Agreement for National Distribution of Its Generic Pharmaceutical Product Line

December 7, 1999--PHILADELPHIA--Lannett Company, Inc. (LANN), a manufacturer and distributor of pharmaceutical products, today announced that it has signed a five-year agreement with Bi-Coastal Pharmaceutical Corporation for the marketing and direct sales of Lannett's expanding generic pharmaceutical product line. Bi-Coastal Pharmaceutical Corporation will promote the Lannett label of generics throughout multiple channels of distribution, including pharmaceutical wholesalers, retail pharmacy chains, managed care organizations and government institutions.

William Farber, Lannett's Chairman of the Board of Directors, stated, "With the increasing line of Lannett generic products that have been introduced through our commitment to research and development, we now have a growing line of products that can be merchandised and promoted carrying the Lannett Company label. With our expanded product line, it is advantageous for us to team up with Bi-Coastal, a company that can reach all levels of national distribution. Bi-Coastal has a highly effective, highly experienced staff to sell the Lannett generic line of pharmaceuticals. I believe this collaboration will have a positive effect on Lannett's sales growth as well as form an active marketing and sales partnership for the additional number of Lannett generic drugs we expect to introduce in the foreseeable future."

Bi-Coastal Pharmaceutical Corporation's President & CEO, Ralph Massa, Sr., stated, "We are excited to handle sales and marketing on a national level for the current line of Lannett's generic products. We look forward to an expanded relationship with Lannett as they continue to grow their product line. This relationship is immediately advantageous to Lannett because it provides Lannett with greatly expanded marketing and sales resources and it equally advantageous to Bi-Coastal because Bi-Coastal is continuing to grow its sales force as well as its sales revenue. Lannett's commitment to research and development also is expected to lead to an exciting future for both Lannett and Bi-Coastal."

Lannett's common stock trades on the over-the-counter market through the use of the inter-dealer "pink sheets" published by the National Quotations Bureau, Inc. under the symbol ("LANN").

This release may contain forward-looking statements that reflect the management's current views of future events and operations. These forward-looking statements are based on assumptions and external factors, including assumptions of regulatory action, capital requirements and competing products. Any changes in such assumptions are external factors and could produce significantly different results.