



About X-GEN Pharmaceuticals

Established in 2003 and based in Long Island, New York, X-GEN Pharmaceuticals is a privately-held, woman-owned family business. Its vision is to continue building a lineup of drug products which are past patent expiration and continue to be vital therapeutic resources for the health care community. With a strong product line composed of 50 national drug codes, X-GEN is positioned to expand its product focus and committed to developing a broader line of products, enhancing patient care through the delivery of affordable generic equivalents.

To learn more about X-Gen Pharmaceuticals, visit the Website at <http://www.x-gen.us/index.html>.

Why GPO Involvement is Important

X-GEN Pharmaceuticals enjoyed a 23 percent sales growth from 2007 to 2008 and launched five new products. It attributes much of this growth to its GPO involvement.

X-GEN Pharmaceuticals has a long-standing relationship with **MY GPO** that dates back many years. The company works closely with the **MY GPO** contracting team and finds the team to be fair and responsive to its needs.

The company's contracts with GPOs allow it to go to market on a national basis without a national sales force. It would have to employ many more people to accomplish the same results without those GPO relationships and contracts.

"I would venture to say that we would not be able to pass cost savings to as many hospitals without the agreements we have in place with GPOs," said Greg Gunter, senior manager of national accounts and trade relations for X-GEN Pharmaceuticals.

"Our company lives and dies based on our contract relationship with GPOs," Gunter said. "We are a small, minority, family-owned business that would not exist without the support and contracts through the GPOs. Being that we are small we don't have the human resources to call on all hospitals nationwide. Through contracting with the GPOs we are able to reach all hospitals with our competitive pricing. This has allowed us to meet our business goals and allowed hospitals to take advantage of value pricing."

For more information, contact Greg Gunter, senior manager of national accounts and trade relations at ggunter@x-gen.us.