



## PRESS RELEASE

### MAXIMAX PHARMACEUTICAL RESEARCH LAUNCHES A GLOBAL CRO STRATEGIC ALLIANCE TO EXPAND SCALE, SCOPE & GEOGRAPHIC LOCATIONS OF ITS SERVICES

---

Monday, November 22, 2010, 10:30 AM

**Maximax Pharmaceutical Research Inc. launches a global CRO Development Group and expands its strategic alliances with several regional CRO's to increase the scale, scope and geographic locations of its services to Bio-pharmaceutical companies and research institutions.**

Troy, Michigan – November 22, 2010 – To expand the scale and scope of its operations, MPR announced today the launch of a development group embracing its global strategic alliance with additional four CRO's in India, South America, Russia and Central Europe.

This move expands the company's capabilities in early phase clinical research in India and Argentina, central lab capabilities in Russia, and increases the number of countries to support clinical research with additional five major countries in South America and Eastern Europe.

The Strategic Alliance initiative intends to combine the resources of the participating companies leading to potentially merging some or all of these companies' assets. The terms of the alliances contracts are flexible. This initiative will optimize delivery, increase efficiency and reduce costs of services provided by the Company.

The CRO business of the Company will be rebranded as MPR Development Group. Plans to spin off CRO business under this name and to set up an independent company structure are contemplated by the Board of Directors of the Company in coordination with few professional investors.

The four CRO's joining the MPR CRO Alliance are: ACCELL Clinical Research (Russia and Ukraine), Cromos Pharma (USA based CEE CRO), Fortis Clinical Research (India), and Research Development RA. S.A. (South America),

For more information about the MPR CRO Alliance Initiative and its original member companies, please contact Mr. Marc Rich, vice president, Tel. +1 248 434-0185, Email: [marc.rich@maximax.com](mailto:marc.rich@maximax.com)

New MPR CRO Alliance members' contact information:

- **ACCELL Clinical Research:**

Please contact Mrs. Julia Kondakov; Tel. +7 (812)-332-6387, [Julia.Kondakov@accellclinical.com](mailto:Julia.Kondakov@accellclinical.com)

- **Cromos Pharma, LLC:**

Please contact Dr. Vladimir Bogin, MD; Tel. +1 (360)-431-4107, [vbogin@cromospharma.com](mailto:vbogin@cromospharma.com)

- **Fortis Clinical Research Ltd.:**

Please contact Dr. Ashok Rattan, MD, MAMS; Tel. +91 (129)-4090-900, [ashok.rattan@fortis-cro.com](mailto:ashok.rattan@fortis-cro.com)

- **Research & Development RA. S.A.:**

Please contact Dr. Alejandro Santiago Liuboschitz MD; Tel. +54 (11)-4771-4600, [santiagoliubosch@rd-latam.com](mailto:santiagoliubosch@rd-latam.com)