

Bradley Pharmaceuticals, Inc. primarily markets prescription niche category therapies to targeted, high-potential prescribing physicians throughout the United States and in 34 international markets. The Doak Dermatologics subsidiary provides dermatology brands and the Kenwood Therapeutics division delivers gastroenterology, nutritional and respiratory brands. The Company has achieved success through its marketing, sales and financial control core strengths, acquiring and enhancing brands, often introducing product line extensions to fill unmet needs.

**Important announcement:**

Daniel Glassman presenting at:  
The Wall Street Analyst Forum  
45<sup>th</sup> Institutional Investor  
Conference  
September 9, 2002 at 11 AM  
The Roosevelt Hotel  
Madison Ave. at 45<sup>th</sup>  
New York, NY

Informed Investors  
Boston Biotech Stocks Forum  
September 14, 2002 at 9:15 AM  
Seaport Hotel, Boston, MA

Bradley Pharmaceuticals common stock is quoted on the NASDAQ market under the symbol BPRX.

Please visit Bradley Pharmaceuticals web site at: [www.bradpharm.com](http://www.bradpharm.com)

Contact: Lee M. Stern, CFA  
The Trout Group  
212-477-9007, ext. 22

Contact: Anthony Griffo  
Investor Relations  
Bradley Pharmaceuticals, Inc.  
973-882-1505, ext. 313

**For Immediate Release****Bradley Pharmaceuticals Enters a Strategic Alliance  
With Cato Research**

**Fairfield, NJ, September 04, 2002** – Bradley Pharmaceuticals, Inc. (NASDAQ: BPRX) today announced a strategic alliance with Cato Research, an independent full-service research organization. Cato Research specializes in working with pharmaceutical companies to efficiently navigate the regulatory approval process and bring new therapies to market. Bradley will be consulting with Cato on submission to the FDA for new and current products (NDA/ANDA) as well as general development projects. Under terms of the relationship, Bradley Pharmaceuticals and Cato Research will work together to bring novel therapies to fill unmet needs in dermatology, gastroenterology, respiratory and other therapeutic arenas.

The strategic alliance between Bradley Pharmaceuticals and Cato Research will provide enhanced benefits for both companies. Bradley's Management Team continues to implement its strategic growth strategy, which includes acquiring new products, extending the product life cycle of existing products, and introducing new uses for therapies in specific markets, to further expand their key business in Doak Dermatologics and Kenwood Therapeutics. Cato Research has an established and proven track record of success in supporting and providing the evaluation required to bring new therapies, and new uses for existing therapies, to market.

Bradley Pharmaceuticals CEO and President, Daniel Glassman, stated, "The start of this strategic partnership with Cato Research exemplifies Bradley's goal to bring treatments to people who need them. By working with Cato Research, Bradley Pharmaceuticals can streamline the process necessary for faster and more efficient FDA approvals of new therapies."

Cato Research President, Allen Cato, stated, "We look forward to working with Bradley Pharmaceuticals to design product development strategies to meet their business and product enhancement objectives."

Except for historical and factual information, this press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include statements that address activities, events or developments that Bradley expects, believes or anticipates will or may occur in the future, such as earnings estimates and predictions of future financial performance. All forward-looking statements are based on assumptions made by Bradley based on its experience and perception of historical trends, current conditions, expected future developments and other factors it believes are appropriate under the circumstances. These statements are subject to numerous risks and uncertainties, many of which are beyond Bradley's control, including Bradley's ability to maintain CARMOL® sales, effectively purchase or integrate new products into its portfolio or effectively react to other risks described from time to time in Bradley's SEC filings. Further, Bradley cannot predict the impact on its business of any future approvals of generic versions of its products or of other competing products. No forward-looking statement can be guaranteed, and actual results may differ materially from those projected. Bradley undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.