

Geritrex and BelHealth Investment Partners Announce Management Team

New York, NY – October 12, 2015 – Geritrex (or the “Company”), a leading manufacturer and distributor of topical generic OTC products and pharmaceuticals and a BelHealth Investment Partners (“BelHealth”) portfolio company, announced a new executive management team including: Mitchell Blashinsky, Chief Executive Officer (CEO); Boyd Relac, Chief Operating Officer (COO); and David Gershen, Chief Financial Officer (CFO).

Mr. Blashinsky has 30 years’ experience in generic pharmaceuticals with a background in sales, marketing and operations. Most recently, Mr. Blashinsky was Vice President, Marketing and Commercial Operations at Glenmark Generics. Prior to Glenmark, Mr. Blashinsky was Vice President, Commercial Operations, North America and Vice President of Rx Marketing and Business Development at Taro Pharmaceuticals. Mr. Blashinsky also held positions at Par Pharmaceuticals, Medco Health Solutions and CVS Health.

Mr. Relac has over 25 years of operations, distribution and sales experience in the healthcare services and beauty industries. Mr. Relac spent nearly twelve years at Patterson Dental and DENTSPLY International serving in a variety of business development roles. Mr. Relac spent six years at L’Oreal as Vice President Sales and Strategic Development. While at L’Oreal, Mr. Relac restructured the national sales team and built comprehensive distribution processes. Mr. Relac is also a ten year veteran of the U.S. Army.

Mr. Gershen has 30 years of experience as a healthcare CFO in four diverse, fast growing organizations, including a publicly traded company. Previously, Mr. Gershen was CFO for Sandata Technologies, an IT provider to the homecare industry. Prior to Sandata, Mr. Gershen was the Executive Vice President of Finance and CFO for National Medical Card, a \$900 million, publicly held pharmacy benefit manager.

Harold S. Blue, Geritrex Chairman and BelHealth Managing Partner, stated, “We are pleased to welcome Mitch, Boyd and Dave to the team. This is a terrific group with substantial experience and success in leading healthcare services companies. Mitch has spent his entire career working in generic products and pharmaceuticals and has the marketing and operations experience to guide Geritrex through its next growth phase. With this executive management team in place, Geritrex is well positioned to accelerate its growth and become a global manufacturer of generic pharmaceuticals and OTC products.”

About Geritrex

Founded in 1978 and headquartered in Mt. Vernon, New York, Geritrex is a manufacturer and distributor of topical generic OTC products and pharmaceuticals to patients in institutional healthcare settings. Since inception, Geritrex has evolved from a local direct distributor to a national provider through wholesale distributors. The Company’s top selling products are ointments, cream, lotions, balms and shampoos. Geritrex’s prominent list of customers includes: the Veterans Administration, Columbia Presbyterian Hospital, Albert Einstein Hospital, St. Jude Hospital, Mayo Clinic and Duke University Hospital.

About BelHealth Investment Partners

BelHealth Investment Partners (“BelHealth”), based in New York, is a healthcare private equity firm focused on lower middle market companies. BelHealth has a unique combination of investing, executive management and entrepreneurial experience. BelHealth acquires majority positions in entrepreneur-owned companies that it believes would benefit from its extensive operating and private equity investment expertise. The firm typically invests \$20-50 million per platform company across three healthcare segments: Services, Products and Distribution.

For further information, please visit:

Geritrex: www.geritrex.com

BelHealth Investment Partners: www.belhealth.com

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