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Cornerstone BioPharma, Inc. Names George Esgro Vice President of Sales and Marketing

Specialty pharmaceutical company builds executive team to drive strategic sales and marketing initiatives

/24-7PressRelease/ - CARY, NC, March 21, 2008 - Cornerstone BioPharma, Inc., a Triangle-based growing pharmaceutical company focused on the development and commercialization of prescription medications in the respiratory arena, today announced the recent hire of George Esgro as Vice President of Sales and Marketing.

"George has the experience necessary to drive and deliver sustainable growth and profitability for Cornerstone. He has an exceptional record of success in the pharmaceutical industry, and we believe that his skills will be an asset to our growing company," commented Craig Collard, President and CEO of Cornerstone BioPharma. "As we continue to focus on our investment in drug development and the enhancement of niche prescription products, George's expertise will prove invaluable, as we expand our business."

As Vice President of Sales and Marketing, Esgro will be in charge of developing and driving sales and marketing programs. He looks to increase profitability by maintaining sales force accountability, increasing company communication, and strengthening metrics to measure company performance.

"Since its inception in 2004, Cornerstone has seen exceptional growth in the drug development market and has become a key player in the pharmaceutical industry," commented Esgro. "I'm pleased to be leading the sales and marketing initiatives of such a progressive company, and I believe that through our strategic planning, we can continue Cornerstone's success."

Prior to his new position at Cornerstone BioPharma, Inc., Esgro, held various health care sales management positions at companies such as GlaxoSmithKline, Roche Laboratories and Amgen Inc. He brings twenty years of experience in the pharmaceutical industry to Cornerstone. Shortly after graduating from James Madison University with a degree in Business, Esgro began his career as a pharmaceutical sales representative. He has continued to move up through various positions in the industry, and will no doubt use his frontline sales knowledge in his new role as Cornerstone's Vice President of Sales and Marketing.

About Cornerstone BioPharma, Inc.:

Cornerstone BioPharma, Inc. (www.cornerstonebiopharma.com), located next to North Carolina's Research Triangle Park, is a growing pharmaceutical company that is focused on the development and commercialization of prescription medications in the respiratory arena. At Cornerstone BioPharma, we strive to make good medicines better every day. We are focused on improving the lives of children and adults that are suffering from respiratory illnesses. Cornerstone is actively engaged in strategic licensing of additional prescription products through acquisitions, strategic partnerships and new product development.

CORNERSTONE BIOPHARMA, INC. is a registered trademark of Cornerstone BioPharma, Inc., Cary, NC, USA for pharmaceutical products for treatment and relief of respiratory, allergy, colds and pain conditions.