



**Harel Consulting**

Connecting Pharmaceutical Companies Around The World

## **Harel Consulting to Support Tris Pharma in its Commercialization of Tris products in International Markets**

New Jersey, January 19, 2015

**Harel Consulting** announced today that Harel Consulting will leverage its deep expertise of emerging markets, to support Tris' registration and commercialization of Tris Pharma products outside the United States.

Harel Consulting, a business development consultancy firm led by Jacob Harel, has formed a unique network of pharmaceutical companies in Latin America, Eastern Europe, Middle East, Asia Pacific, Africa and Europe. This network of leading and trusted companies will provide on a non-exclusive basis a platform, for the launch of Tris innovative products through licensing arrangements. The first product to be licensed out will be Quillivant XR, the only liquid, extended release methylphenidate product approved by the FDA for the treatment of ADHD. Quillivant XR is marketed by Pfizer in the US.

Peter Ciano, Senior Vice President Strategy and Corporate Development at Tris Pharma commented on the Agreement, saying, "We are very pleased to have this opportunity to work with Harel Consulting. The unique international experience of the Harel Consulting team will serve our company well as we look to explore commercial opportunities in developed and Emerging Markets. We believe that our unique portfolio will benefit many patients in these markets and we are open to other partners and more business opportunities."

Jacob Harel, the founder of Harel Consulting said, "Tris Pharma is an outstanding specialty pharmaceutical company with a highly advanced proprietary technology and a unique, high value product portfolio. Harel Consulting has the knowledge, the experience and a wide network of contacts to support Tris Pharma with its international expansion strategy. We will facilitate and execute licensing arrangements with leading local and regional pharmaceutical companies in international markets. We are thrilled to have Mr. George Rizk, a senior pharmaceutical executive with extensive international experience, who will be leading this initiative. We look forward to a successful and productive collaboration."

### **About Harel Consulting**

Harel Consulting is a business development consultancy firm with in-depth industry knowledge and wide network of contacts in the pharmaceutical, biotechnology, diagnostics and medical devices industries. The main focus of the company is the identification and creation of business opportunities by connecting innovative pharmaceutical companies with leading local and regional companies in international markets through long term licensing arrangements. Harel Consulting office is located in Scotch Plains, New Jersey, USA. For more information, please visit: [www.harelconsulting.com](http://www.harelconsulting.com)

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