



exCel Manufacturing, Inc. Appoints Harasawa Pharmaceutical Co., Ltd. Exclusive Distribution Rights in Japan

Patented AFA cosmeceuticals provider exCel Manufacturing expands foreign distribution channel as international brand awareness grows.

Bloomfield Hills, MI, February 23, 2008 --(PR.com)-- exCel Manufacturing Co., Inc., a subsidiary of exCel Cosmeceuticals, Inc., today announced that it has entered into an agreement with Harasawa Pharmaceutical Co., Ltd. as the distributors for exCel's patented skin care products for the medical and other strategic markets in Japan.

exCel's proprietary AFA cosmeceuticals are distributed in the U.S. and over 30 foreign markets. Martin Davidson, exCel's president, said that the proven efficacy of the AFAs in rejuvenating skin of all types and colors accounts for the fast-growing brand awareness both abroad and domestically.

According to Masazumi Harasawa, president and CEO, a key development objective for Harasawa Pharmaceutical Co., Ltd., based in Tokyo, Japan, is to introduce unique and creative products under license with companies such as exCel Manufacturing, Inc.

About exCel Manufacturing Co, Inc. (www.xlafa.com)

exCel Manufacturing Co., Inc., a subsidiary of exCel Cosmeceuticals, Inc., is a specialty cosmeceutical company focused on medical-aesthetic skin health markets. Founded by dermatologist Marvin E. Klein, the company develops and commercializes skin care products that include their patented acidic amino acids (AFA) formulation that enable physicians to treat a variety of conditions that include photodamage, pre-mature aging, and problem skin. exCel's cosmeceutical line of products include physician administered peels in varying strengths, and a mask/peel combo for treating the face and body. Body lotions, moisturizers, masks, and topical skin gels, available in varying strengths, are provided to patients for at-home use. AFA products are dispensed throughout the United States and in more than 30 other countries.

About Harasawa Pharmaceutical Co., Ltd. (www.harasawa.co.jp)

Established in 1916, Harasawa Pharmaceutical Co., Ltd. was incorporated in 1942 as a chemical and pharmaceutical manufacturer. The company has steadily expanded its business profile by entering into license agreements with companies that have developed and introduced unique and creative products. Masazumi J. Harasawa, the third president from the founder, and company's CEO, heads the Tokyo-based company that develops, manufactures, imports, exports, and sells high-technology pharmaceutical products, OTC drugs for pharmacies, medical devices, health supplements, cosmetics, and sanitary goods.

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