

In re Bradley Pharmaceuticals, Inc.
Shareholder Litigation

SUPERIOR COURT OF NEW JERSEY
LAW DIVISION
ESSEX COUNTY

Docket No. ESX-L-4370-07

NOTICE OF PENDENCY OF SETTLEMENT OF SHAREHOLDER CLASS ACTION
OFFICIAL COURT NOTICE

NOTICE TO: (1) ALL OWNERS OF BRADLEY PHARMACEUTICALS, INC. ("BRADLEY") COMMON STOCK WHO OWNED BRADLEY COMMON STOCK, EITHER OF RECORD OR BENEFICIALLY, AT ANY TIME FROM MAY 29, 2007 THROUGH FEBRUARY 21, 2008, EXCLUDING DEFENDANTS BRADLEY, ANDRE FEDIDA, MICHAEL FEDIDA, BRADLEY GLASSMAN, DANIEL GLASSMAN, IRIS S. GLASSMAN, SETH W. HAMOT, STEVEN KRIEGSMAN, DOUGLAS E. LINTON AND WILLIAM J. MURPHY AND EACH OF THEIR RESPECTIVE PREDECESSORS, SUCCESSORS, PARENTS, SUBSIDIARIES, AND AGENTS, AND ALL PERSONS WHO TIMELY AND VALIDLY FILE REQUESTS FOR EXCLUSION FROM THE CLASS PURSUANT TO THE NOTICE MAILED TO CLASS MEMBERS. THIS NOTICE MAY AFFECT YOUR RIGHTS. PLEASE READ IT CAREFULLY.

The purpose of this Notice is to inform you of the Final Hearing in the above-captioned action, which is scheduled to be held on April 20, 2009, at 2:00 p.m., at Superior Court of New Jersey, Law Division, Essex County, Historic Courthouse, 470 Martin Luther King, Jr. Boulevard, Newark, NJ 07102. During the Final Hearing, the Court will determine: (1) whether the proposed Settlement is fair, reasonable, and adequate; (2) whether a mandatory settlement Class as defined herein should be certified; (3) whether a Judgment should be entered dismissing with prejudice all claims that were or could have been asserted against Defendants in the Actions; and (4) whether the unopposed Fee Award should be paid to Plaintiffs' Counsel. If you are a member of the settlement Class, this Notice will inform you of how you may enter your appearance in the State Court Action, or object to the proposed Settlement and have your objection heard at the Final Hearing.

The Settling Parties believe that the terms of the Settlement are fair, reasonable, and adequate. The Settling Parties have concluded that further litigation of the Actions could be protracted and expensive, and have taken into account the uncertainty and risks inherent in any litigation, especially in complex shareholder litigation like the Actions. The Settling Parties therefore believe it is desirable that the Actions be fully and finally settled in the manner described in the Stipulation of Settlement, dated on or about April 8, 2008, and as amended on November 12, 2008 (the "Stipulation").

I. Definitions

As used in this Notice, the following terms have the following specified meanings:

- A. "Act" means the Securities Exchange Act of 1934.
- B. "Actions" means the Federal Court Action and State Court Action.
- C. "Ania" or "Federal Plaintiff" means Joseph Ania, plaintiff in the Ania Action.
- D. "Ania Action" or "Federal Court Action" means the action styled *Ania v. Fedida, et al.*, Civ. No. 07-CV-02520 (PGS)(ES), currently pending in the Federal Court.
- E. "Board" means the Bradley Board of Directors.
- F. "Bradley" or the "Company" means Bradley Pharmaceuticals, Inc., a Delaware company with its corporate headquarters located at 210 Park Avenue, Florham Park, New Jersey 07932.
- G. "Class" means all owners of Bradley common stock who owned Bradley common stock, either of record or beneficially, at any time during the Class Period. The Class excludes Defendants and Defendants' Affiliates and all Persons who timely and validly file requests for exclusion from the Class pursuant to the Notice mailed to Class Members.
- H. "Class Members" means and includes all Persons who fall within the definition of the Class as set forth above.

- I. "Class Period" means May 29, 2007 through February 21, 2008.
- J. "Court" means the Superior Court of New Jersey, County of Essex.
- K. "Defendants" means Bradley and the Individual Defendants.
- L. "Defendants' Affiliates" means each of Defendants' predecessors, successors, parents, subsidiaries, affiliates, and agents.
- M. "Defendants' Counsel" means the law firm of Morrison & Foerster LLP. Defendants' Counsel do not serve as legal counsel to the Glassmans or the Special Committee.
- N. "Deutsche Bank" means Deutsche Bank Securities, financial advisor to the Special Committee.
- O. "Effective Date" means the first date by which all of the events and conditions specified in Section VI.G of the Stipulation have been met and have occurred.
- P. "Federal Court" means the United States District Court for the District of New Jersey.
- Q. "Federal Securities Class Action" means the action styled *In re Bradley Pharmaceuticals, Inc. Securities Litigation*, No. 05-CV-1219 (PGS)(ES), currently pending in the Federal Court.
- R. "Fee Award" means the total attorneys' fees and expenses awarded to Plaintiffs' Counsel by the Court at the Final Hearing, regardless of to and between whom such fees and expenses are to be paid or divided.
- S. "Final Hearing" means the hearing, after Notice and Preliminary Approval, held by the Court to determine whether to approve: (a) the settlement of the Actions on the terms as set forth in the Stipulation; and (b) the Fee Award.
- T. "Final" means: (a) if an appeal is filed and if the Judgment is upheld on appeal, the date of final affirmance on an appeal of the Judgment, the expiration of the time for a petition for or a denial of a petition for review of the Judgment and, if review is granted, the date of final affirmance of the Judgment following review pursuant to that grant; or (b) the date of final dismissal of any appeal from the Judgment, including the expiration of time for requesting rehearing and, if a petition for review of Judgment is sought, the final dismissal of any proceeding on petition to review the Judgment; or (c) if no appeal is filed, the expiration date of the time for the filing or noticing of any appeal from the Judgment.
- U. "Glassman Proposal" means the proposal by the Glassmans to acquire all of the outstanding shares of Company common stock for \$21.50 per share in cash, which was received by the Company on or about May 29, 2007.
- V. "Glassmans" means Iris S. Glassman, Bradley Glassman and Daniel Glassman.
- W. "Individual Defendants" means Andre Fedida, Michael Fedida, Bradley Glassman, Daniel Glassman, Iris S. Glassman, Seth W. Hamot, Steven Kriegsmann, Douglas E. Linton, and William J. Murphy.
- X. "Judgment" means the Final Judgment and Order of Dismissal to be rendered by the Court.
- Y. "Merger" means the transaction by which Nycomed U.S. and Phase Merger Sub acquired all outstanding shares of the Company in exchange for \$20.00 per share.
- Z. "Merger Agreement" means the agreement and plan of merger, dated on or about October 30, 2007, pursuant to which the Merger was effectuated.
- AA. "Merger Vote" means the special meeting of Bradley shareholder, which was held on February 21, 2008, at which time Bradley stockholders approved the Merger.
- BB. "Notice" means the Notice of Pendency of Settlement of Shareholder Class Action.

- CC. "Nycomed U.S." means Nycomed U.S. Inc., a wholly owned subsidiary of Nycomed S.C.A., SICAR.
- DD. "Person" means an individual, corporation, limited liability corporation, professional corporation, limited liability partnership, partnership, limited partnership, association, joint stock company, estate, legal representative, trust, unincorporated association, government or any political subdivision or agency thereof, and any business or legal entity and their spouses, heirs, predecessors, successors, representatives, and/or assignees.
- EE. "Phase Merger Sub" means Phase Merger Sub Inc., a wholly owned subsidiary of Nycomed U.S.
- FF. "Plaintiffs" means Ania and State Plaintiffs.
- GG. "Plaintiffs' Counsel" means the law firms of Schiffrin Barroway Topaz & Kessler, LLP, Milberg LLP, and Levi & Korsinsky LLP.
- HH. "Preliminary Approval" means the entry of the Preliminary Order by the Court.
- II. "Preliminary Order" means the Order Preliminarily Approving Settlement of Shareholder Class Action preliminarily approving the settlement of the Actions and providing for dissemination of Notice.
- JJ. "Preliminary Proxy" means the preliminary proxy statement on Form PREM 14A filed by Bradley with the SEC on December 11, 2007 pursuant to Section 14(a) of the Act.
- KK. "Proxy" means the final proxy statement on Form DEFM 14A filed by Bradley with the SEC on January 17, 2008 pursuant to Section 14(a) of the Act.
- LL. "Released Persons" means Defendants, Nycomed U.S., Phase Merger Sub, Deutsche Bank, or any of their families, parent entities, controlling persons, associates, affiliates, or subsidiaries, and each and all of their respective past or present officers, directors, stockholders, principals, representatives, employees, attorneys, financial or investment advisors, insurers, co-insurers, re-insurers, consultants, accountants, investment bankers, commercial bankers, entities providing fairness opinions, underwriters, brokers, dealers, advisors or agents, heirs, executors, trustees, general or limited partners or partnerships, limited liability companies, members, joint ventures, personal or legal representatives, estates, administrators, predecessors, successors, and assigns.
- MM. "SEC" means the United States Securities and Exchange Commission.
- NN. "Settled Claims" means any claims, demands, rights, actions, causes of action, liabilities, damages, losses, obligations, judgments, duties, suits, costs, expenses, matters, and issues, known or unknown, contingent or absolute, suspected or unsuspected, disclosed or undisclosed, liquidated or unliquidated, matured or unmatured, accrued or unaccrued, apparent or unapparent, that have been, could have been, or in the future can or might be asserted in the Actions, or in any court, tribunal or proceeding, by or on behalf of Plaintiffs or any member of the Class, whether individual, direct, class, derivative, representative, legal, equitable, or any other type or in any other capacity, which have arisen, arise now or hereafter may arise out of or relate in any manner to the allegations, acts, events, facts, matters, transactions, occurrences, statements, representations, misrepresentations or omissions or any other matter whatsoever set forth in or otherwise related to the allegations in the Actions, the Merger, or disclosures made in connection therewith; *provided, however*, that the Settled Claims shall not include any claims asserted in the Federal Securities Class Action, any claims to enforce the Settlement, or any claims by Bradley stockholders for appraisal pursuant to 8 Del. C. § 262.
- OO. "Settling Parties" means Plaintiffs and Defendants.
- PP. "Special Committee" means the special committee of independent directors Seth W. Hamot, Douglas E. Linton, and William J. Murphy formed by the Board to consider the Company's strategic alternatives, including the Glassman Proposal.

QQ. "State Court Action" means the consolidated action styled *In re Bradley Pharmaceuticals, Inc. Shareholder Litigation*, No. ESX-L-4370-07, currently pending in the Court.

RR. "State Plaintiffs" means Milton Pfeiffer, Wedgewood Tacoma LLC, Stuart and Helen Kimberly, and Roy Thoms, plaintiffs in the State Court Action.

II. The Actions

The State Court Action is a putative class action by State Plaintiffs on behalf of all common shareholders of the Company, other than Defendants. The Federal Court Action is also a putative class action by Federal Plaintiff on behalf of all common shareholders of the Company, other than Defendants. The Actions allege, *inter alia*, that the Individual Defendants breached their fiduciary duties owed to Bradley public shareholders by entering into the Merger Agreement with Nycomed U.S. and Phase Merger Sub, pursuant to which Nycomed U.S. and Phase Merger Sub would acquire all outstanding shares of the Company in exchange for \$20.00 per share. Through the Actions, Plaintiffs sought, *inter alia*, certification of the State Court Action and Federal Court Action as a class actions pursuant to N.J. Court Rules R. 4:32-1(a) and (b)(2) and Rules 23(a) and (b)(2) of the Federal Rules of Civil Procedure, respectively, a declaration that the Merger Agreement was entered into in breach of Defendants' fiduciary duties, and an injunction preventing completion of the Merger unless and until Defendants adopted and implemented a process to obtain the highest possible price for the Company and made certain additional disclosures concerning the Merger to Bradley's public shareholders.

On or about May 29, 2007, Bradley received the Glassman Proposal as more fully described in the Glassmans' Schedule 13D filed with the SEC on May 29, 2007. On or about the same time, the Company announced that the Board had formed a Special Committee of independent directors to consider the Company's strategic alternatives, including the Glassman Proposal.

On May 30, 2007, Federal Plaintiff filed in the Federal Court the Ania Action on behalf of a class of holders of Bradley stock. The Ania Action was filed against Defendants (excluding Iris Glassman), and alleged that Defendants (excluding Iris Glassman) breached their fiduciary duties in connection with the Glassman Proposal.

Between May 31, 2007 and June 8, 2007, State Plaintiffs filed four class action complaints in the Court on behalf of Bradley stockholders. These complaints were consolidated into the State Court Action, and they made substantially similar claims as those raised in the Ania Action.

On June 4, 2007, the Company announced the Special Committee had retained Deutsche Bank as its financial advisor concerning the Glassman Proposal and potential strategic alternatives. On August 9, 2007, the Special Committee announced that it had received preliminary bids for a possible sale of the Company.

On October 30, 2007, Bradley issued a press release in which it announced that it had entered into the Merger Agreement with Nycomed U.S. and Phase Merger Sub, pursuant to which all outstanding shares of the Company would be converted into \$20.00 per share in cash, which represented a 25% premium over the closing price of the Company's common stock of \$16.00 per share on October 29, 2007.

On December 11, 2007, Bradley filed with the SEC the Preliminary Proxy in which the Company disclosed certain information concerning the Merger, the negotiation thereof, and the Glassman Proposal.

On December 14, 2007, after reviewing the Preliminary Proxy, Federal Plaintiff filed an amended class action complaint in the Ania Action. The amended class action complaint contained allegations that, *inter alia*, the Preliminary Proxy omitted material information relating to the Merger and was therefore materially misleading.

On January 2, 2008, after reviewing the Preliminary Proxy, counsel for State Plaintiffs proposed a consolidated amended complaint which they intended to file in the Court. The consolidated amended complaint proposed to add Nycomed U.S. and Phase Merger Sub as defendants, and made substantially similar allegations concerning the Preliminary Proxy as were made in the Ania Action.

Between December 2007 and January 10, 2008, counsel for the Settling Parties engaged in arm's-length discussions in an effort to reach a settlement of the Actions. In connection with these discussions, Defendants provided Plaintiffs with certain material, non-public Company documents including, *inter alia*, access to certain materials concerning the Merger that were prepared by Deutsche Bank and presented to the Special Committee. Plaintiffs' Counsel reviewed

these non-public Company documents, and Plaintiffs' financial advisor reviewed the Deutsche Bank materials at Plaintiffs' Counsel's behest.

Throughout the week of January 7, 2008, counsel for the Settling Parties engaged in numerous arm's-length negotiations and exchanged numerous documents concerning additional disclosures in the Proxy. The Settlement resulting from these negotiations is based on Defendants' providing substantial additional disclosures concerning the Merger to Bradley stockholders prior to the Merger Vote. The Proxy, which incorporates the substantial additional disclosures, was filed by Bradley with the SEC on January 17, 2008, five (5) weeks in advance of the Merger Vote.

III. The Settlement Class

Solely for purposes of the Settlement, the Court has preliminarily certified an opt-out settlement Class consisting of all owners of Bradley common stock who owned Bradley common stock, either of record or beneficially, at any time during the Class Period. The Class excludes Defendants and Defendants' Affiliates and all Persons who timely and validly file requests for exclusion from the Class pursuant to the Notice mailed to Class Members. If you fit within this definition, you will be considered a settlement Class Member.

IV. The Settlement

The Actions were filed following the announcement of the Glassman Proposal on May 29, 2007, challenging Defendants' conduct in connection with the Glassman Proposal, and demanding that Defendants' undertake certain actions to fulfill their fiduciary obligations in order to maximize shareholder value in connection with a sale of the Company. Upon review of the Preliminary Proxy, Plaintiffs demanded that various enhanced disclosures be included in the Proxy before the shareholder vote on the Merger. Thereafter, following consultation with their financial expert, Plaintiffs' Counsel conducted a series of written and oral discussions and negotiations with Defendants' Counsel concerning the perceived deficiencies in the Preliminary Proxy. These discussions and negotiations culminated in an MOU by and among Plaintiffs and Defendants that provided for the terms for settling the Actions, including, but not limited to, a requirement that Bradley include several important additional disclosures in the Proxy, including, *inter alia*:

1. Information relating to the authority granted to the Special Committee by Bradley in order to maximize shareholder value through the evaluation of Bradley's strategic alternatives;
2. Information relating to the manner in which Company stock options would be exchanged in the Merger;
3. That neither the Special Committee's legal or financial advisors had ever been retained by Bradley prior their retention in connection with the Merger;
4. Information relating to the basis upon which Deutsche Bank was selected by the Special Committee to serve as its financial advisor in connection with the Merger;
5. Information relating to the process undertaken by the Special Committee and Deutsche Bank to maximize shareholder value through the evaluation of the Company's strategic alternatives, including that numerous potential bidders contacted Deutsche Bank to inquire about acquiring Bradley;
6. Information relating to the Company's prior acquisition history and evaluation of its strategic alternatives;
7. Information relating to the terms of the non-disclosure agreements entered into by and between Bradley and certain potential bidders in connection with the negotiation of a potential acquisition of the Company;
8. Information relating to the contents of the confidential information memorandum distributed by Bradley to the potential bidders who entered into non-disclosure agreements;
9. That each potential bidder who received a presentation by Bradley's management received identical presentations;
10. Information relating to the manner in which the credit markets and the Company's financial performance impacted the process undertaken by the Special Committee to maximize shareholder value, and the negotiation of the Merger Agreement and the Merger;

11. Information relating to the reasons why the Special Committee believed it was appropriate under the circumstances to permit a “no solicitation” provision in the Merger Agreement;
12. Information relating to the financial data used by, and the valuation analysis performed by, Deutsche Bank in its evaluation of the valuation of Bradley and the financial fairness of the terms of the Merger, upon which valuation the Special Committee and Board relied in approving the Merger and recommending that Bradley common shareholders vote in favor thereof; and
13. That, at the time that Deutsche Bank was retained by the Special Committee in connection with the Merger, Deutsche Bank maintained no relationships with Nycomed U.S., or any of its parents or subsidiaries.

The Proxy was filed with the SEC and disseminated to shareholders on or about January 17, 2008. Class Members may access this document on the SEC website at www.sec.gov. In addition, Plaintiffs’ Counsel have conducted confirmatory discovery, including the review of documents (both public and nonpublic) and taking the deposition of defendant William J. Murphy, a member of the Special Committee that undertook the process to evaluate Bradley’s strategic alternatives and the negotiations of the Merger.

Plaintiffs have agreed to dismiss the Actions with prejudice, which dismissal will be incorporated into the Judgment. Accordingly, upon the Effective Date, Plaintiffs and all Class Members shall be deemed to have and by operation of the Final Judgment shall have, fully, finally, and forever released, relinquished, and discharged all Settled Claims against the Released Persons, and each of the Released Persons shall be deemed to have, and by operation of the Final Judgment shall have, fully, finally, and forever released, relinquished, and discharged all claims (including unknown claims), arising out of, relating to, or in connection with the institution, prosecution, assertion, settlement, or resolution of the Actions or the Settled Claims against Plaintiffs and Plaintiffs’ Counsel. Furthermore, the Settling Parties expressly waive and relinquish all rights and benefits under California Civil Code Section 1542 and any law or legal principle of similar effect in any jurisdiction with respect to the release of unknown or unsuspected claims. In addition, the Class Members, by operation of the Judgment, are deemed to have expressly waived and relinquished all rights and benefits under Section 1542 and any law or legal principle of similar effect in any jurisdiction with respect to the release of unknown or unsuspected claims. The Settling Parties, and by operation of the Judgment the Class Members, acknowledge that the foregoing waiver was separately bargained for and a key element of the Settlement of which this release is a material and essential part. The Settling Parties acknowledge that they may hereafter discover facts different from, or in addition to, those which they now know or believe to be true with respect to the claims they have released, and agree that the releases contained in this Stipulation shall be and remain effective in all respects.

In connection with the Settlement, Plaintiffs shall apply to the Court for the Fee Award of \$425,000.00, to be paid following entry of the Judgment. Defendants agree that they will not oppose such application. The Fee Award will not reduce the consideration paid to Bradley shareholders in the Merger, and will not reduce or in any way affect the benefits of the Settlement. All Class Members will be bound by any final judgment entered by the Court. All claims of the settlement Class that were asserted in the Actions will be released as provided in the Stipulation, and Class Members will be forever barred from seeking other or further relief on such claims.

V. Right to Object to Settlement

Any settlement Class Member may file a written objection to the Settlement and/or the Fee Award with the Court. Any such objection must be mailed to the Clerk of the Court, and to Plaintiffs’ Counsel and Defendants’ Counsel, at the following respective addresses, at least twenty one (21) days before the Final Hearing. Any objection to the Settlement must identify:

- a. the name of the case and case number;
- b. the Person’s name, address, and telephone number;
- c. the date(s) of purchase and sale of such shares;
- d. a detailed statement of the basis for the Person’s objections to or comments upon the Settlement, Plaintiffs’ Counsels’ request for attorneys’ fees and reimbursement of expenses, or any other matter before the Court;

- e. any supporting papers, including all documents and writings that the person desires the Court to consider;
- f. a representation as to whether the person intends to appear at the Final Hearing;
- g. a representation as to whether the Person plans on calling any witness(es) at the Final Hearing; and
- h. the identities of any witness(es) that the Person plans to call at the Final Hearing.

CLERK OF THE
SUPERIOR COURT OF NEW JERSEY
Law Division, Essex County,
Historic Courthouse,
470 Martin Luther King, Jr. Boulevard,
Newark, NJ 07102

PLAINTIFFS' COUNSEL
LEVI & KORSINSKY LLP
Juan E. Monteverde
39 Broadway
Suite 1601
New York, NY 10006

DEFENDANTS' COUNSEL
MORRISON & FOERSTER LLP
Jamie A. Levitt
1290 Avenue of the Americas
New York, NY 10104

Unless you follow the procedures outlined above, you will be barred from objecting to the certification of the Class, Settlement, or Fee Award. If you do not oppose the proposed certification of the Class, Settlement, or Fee Award, you need not appear at the Final Hearing.

VI. Right to be Excluded From Settlement

To exclude yourself or "opt out" of the Settlement, you must mail the information requested below by the indicated date to:

DEFENDANTS' COUNSEL
MORRISON & FOERSTER LLP
Jamie A. Levitt, Esq.
1290 Avenue of the Americas
New York, NY 10104

You cannot request exclusion by telephone, facsimile, or email. If you ask to be excluded from the Class, you cannot object to the Settlement.

The request for exclusion must be in writing and state that you "request exclusion from the Class in the Bradley Pharmaceuticals, Inc. Shareholder Litigation." Your letter must also include: (1) your name, address, and telephone number; (2) the number of shares of Bradley common stock you owned on May 29, 2007, and for each purchase or sale of Bradley common stock that you made thereafter, the date and number of shares involved, and whether the transaction was a purchase or sale; and (3) your signature. **TO BE VALID, YOUR REQUEST FOR EXCLUSION MUST INCLUDE ALL THE FOREGOING INFORMATION AND MUST BE MAILED AND POSTMARKED ON OR BEFORE MARCH 20, 2009.**

Persons who submit valid and timely requests for exclusion shall have no rights under the Settlement and shall not be bound by the Settlement or Judgment.

VII. The Final Hearing

The proposed Settlement and Fee Award must be finally approved by the Court. On April 20, 2009, at 2:00 p.m., in the Superior Court of New Jersey, Law Division, Essex County, Historic Courthouse, 470 Martin Luther King, Jr. Boulevard, Newark, NJ 07102, the Final Hearing will be held to determine: (1) whether the proposed Settlement is fair, reasonable, and adequate, and should therefore be approved; (2) whether a mandatory settlement Class as defined herein should be certified; (3) whether a Judgment should be entered dismissing with prejudice all claims that were or could have been asserted against Defendants in the Actions; and (4) whether the Fee Award should be paid to Plaintiffs' Counsel.

If you file a timely written objection to the Settlement or the Fee Award, you may appear at the hearing in person or through an attorney retained at your own expense. If you wish to appear at the Final Hearing, you must notify the Court and counsel **IN WRITING** of your intention to do so, with your written objection filed as described in Section V above. Do not call or personally contact the Court about matters set forth in this Notice.

VIII. Examination of Papers

You may inspect the complete Stipulation, the complaint, and other papers filed in the State Court Action at the office of the Clerk of the Superior Court of New Jersey, Law Division, Essex County, Historic Courthouse, 470 Martin Luther King, Jr. Boulevard, Newark, NJ 07102, during its regular hours of operation.

IX. Additional Information

DO NOT CONTACT THE COURT CONCERNING THIS NOTICE OR THE ACTION. If you have questions, contact your own attorney, or, if you would like more information about this Notice or the Action, you may contact:

LEVI & KORSINSKY LLP
Attention: Juan E. Monteverde
39 Broadway
Suite 1601
New York, NY 10006

X. Change of Address

If you moved after receiving this Notice, or if it was misaddressed, you should supply your name and correct address to:

Bradley Pharmaceuticals, Inc. Shareholder Litigation
c/o The Garden City Group, Inc.
PO Box 9273
Dublin, OH 43017-4673

**NOTICE TO PERSONS OR ENTITIES HOLDING OWNERSHIP
ON BEHALF OF OTHERS**

Brokerage firms, banks and/or other persons or entities who held shares of Bradley common stock from May 29, 2007 through February 21, 2008 for the benefit of others are requested to immediately send this Notice to all of their respective beneficial owners. If additional copies of the Notice are needed for forwarding to such beneficial owners, any requests for such additional copies or provision of a list of names and mailing addresses of beneficial owners may be made to:

Bradley Pharmaceuticals, Inc. Shareholder Litigation
c/o The Garden City Group, Inc.
PO Box 9273
Dublin, OH 43017-4673

DATED: January 9, 2009

BY ORDER OF THE
SUPERIOR COURT OF NEW JERSEY
LAW DIVISION
ESSEX COUNTY