Tianyin Promotes its Flagship Product Portfolio at the 45th 2010 National New Special Drugs Trade Fair in July at Beijing

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CHENGDU, China, June 28 /PRNewswire-Asia-FirstCall/ -- Tianyin Pharmaceutical (NYSE Amex: TPI [1]), a biopharmaceutical company that specializes in patented biopharmaceutical, modernized traditional Chinese medicine and branded generics will exhibit and promote its flagship product portfolio at the 45th 2010 National New Special Drugs Trade Fair at Beijing National Convention Center from July 8th, till July 10th. Tianyin's portfolio is featured by the patented Ginkgo Mihuan Oral Liquid (GMOL) for cardiovascular and central nervous system indications, Apu Shuangxin (APU, Benorylate Granules) for fever, inflammation and rheumatism, Xuelian Chongcao Oral Solution (XLCC) for heart diseases, asthma and gynecological conditions, along with other prescription medicines that target high incidence China health care indications.

"Years of sales and marketing efforts by Tianyin Pharmaceutical have established a nationwide network that covers more than 850 hospitals with an in-depth market penetration," said Dr. Jiang, Guoqing. "The network synergizes with our marketing strategies that target high incidence, chronic conditions in a growing aging Chinese population whose health care spending is boosted by an increasing disposable income and health care funding by the government. This synergy is centered on our flagship portfolio such as GMOL, APU, and XLCC etc. that contributes close to 50% of our annual revenue."

About National New Special Drugs Trade Fair

SOURCE [2]

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