



Mediaplanet's 2020 Vision Health Edition Features Night Vision Disturbances and Ocuphire Pharma's Leadership in Investigating Potential Treatment Options for this Condition

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Today, Mediaplanet announces the launch of this year's edition of the "Vision Health" publication in print and digital formats. This campaign covers the day-to-day vision challenges that our patients, seniors, caregivers, and medical professionals confront, as well as highlights the best therapies to preserve vision which so profoundly determines the quality of life for every individual.

Many people are unaware of the early symptoms of vision problems that can lead to significant ophthalmic damage or vision disturbance. These disabilities and conditions include diabetic retinopathy, thyroid eye disease, keratoconus and night vision disturbances, all of which can significantly degrade quality of life. If people fail to recognize early symptoms or simply try to manage through a period of deterioration, they risk missing opportunities to arrest disease progression or to easily treat serious impairments. This campaign will shed light on factors that patients should be aware of in order to generate earlier self-intervention to maximize their eye health and visual performance.

One pervasive condition that will be addressed with this campaign is night, or dim-light, vision disturbances. This is a condition characterized by distortions in a person's vision in dim or dark conditions by the appearance of glare, halos or blurriness around light sources, especially while driving. The disturbances arise when natural pupil dilation exposes imperfections on the cornea surface, which then distort the path of light to the retina.

Ocuphire Pharma is an ophthalmic drug development company that has been pioneering the study of dim light disturbance in clinical trials. "The condition of night vision disturbances affects tens of millions of Americans and yet there is currently no FDA-approved drug treatment option for eye doctors to offer to patients," said Mina Sook, CEO and Founder of Ocuphire. "We are committed to raising the awareness of both the problem and its potential treatment, with our efforts in evaluating an eye drop drug candidate called Nyxol entering Phase 3 clinical trials".

The print component of "Vision Health" is distributed within today's Personal Health edition of USA Today in New York, Chicago, Los Angeles, San Francisco, Boston, Washington D.C./Baltimore, Philadelphia and Dallas markets, with a circulation of approximately 200,000 copies and an estimated readership of 600,000. The digital component is distributed nationally, through a vast social media strategy and across a network of top news sites and partner outlets. To explore the digital version of the campaign,

visit: <https://www.futureofpersonalhealth.com/campaign/vision-and-hearing/>

This campaign was made possible with the support of Ocuphire Pharma.

About Ocuphire Pharma

Ocuphire is a privately-held, clinical-stage ophthalmic biopharmaceutical company focused on developing and commercializing therapies for the treatment of several eye disorders. Ocuphire's pipeline currently includes two small-molecule product candidates targeting front and back of the eye indications. The company's lead product candidate, Nyxol® Eye Drops, is a once-daily preservative-free eye drop formulation of phentolamine mesylate, a non-selective alpha-1 and alpha-2 adrenergic antagonist designed to reduce pupil size, and is being developed for several indications, including dim light or night vision disturbances, pharmacologically-induced mydriasis, and presbyopia. Ocuphire's second product candidate, APX3330, is a twice-a-day oral tablet, designed to inhibit angiogenesis and inflammation pathways relevant to retinal and choroidal vascular diseases, such as diabetic retinopathy and diabetic macular edema. As part of its strategy, Ocuphire will continue to explore opportunities to acquire additional ophthalmic assets and to seek strategic partners for late stage development, regulatory preparation and commercialization of drugs in key global markets. Please visit www.clinicaltrials.gov to learn more about Ocuphire's recent Phase 2 clinical trials. For more information, please visit www.ocuphire.com.

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