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**FOR IMMEDIATE RELEASE**

**ALIMERA SCIENCES LAUNCHES ONLINE CONSUMER ORDERING**

*Alimera Sciences' Soothe® now available online; national retailers expanded*

ATLANTA (May 9, 2005) – Alimera Sciences Inc., a dynamic ophthalmic pharmaceutical company, today announced that its *Soothe*® Emollient (Lubricant) Eye Drops are now available for purchase over the Internet. To order the over-the-counter eye drops, consumers and professionals can visit [www.sootheeyedrops.com](http://www.sootheeyedrops.com) or link from Alimera Sciences' home page.

In addition, the site will continue allowing consumers to search for local retailers, and the company has added to the search option national chain pharmacies selling *Soothe*.

“The Alimera Sciences team is proud to bring the convenience and speed of online shopping to our consumers,” said Dan Myers, Alimera Sciences CEO. “In addition, our availability continues to expand as the major national pharmacies are stocking *Soothe*.”

*Soothe* the market's first multi-dose, emollient-based artificial tear product, offers relief to the 12 million Americans suffering from dry eye, a condition resulting from the body's inability to produce enough quality tears to keep the eye surface lubricated. Unlike most lubricant eye drops, *Soothe* features Restoryl™, an advanced lipid restorative. *Soothe* re-establishes the eye's protective lipid layer to reduce tear evaporation and seal essential moisture, giving patients up to eight hours of relief from dry eye discomfort.

**About Alimera Sciences Inc.**

Alimera Sciences Inc. develops and commercializes over-the-counter and prescription ophthalmic medicines to treat both the anterior and posterior segments of the eye. *Soothe*®, the first multi-dose, emollient-based artificial tear product, was introduced to the consumer market in late 2004, and the company continues to develop its robust product pipeline. Founded by an ethically driven executive team with extensive development and revenue growth expertise, Alimera Sciences is focused on doing the right thing and knowing the right things to do. For more information, please visit [www.alimerasciences.com](http://www.alimerasciences.com)

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