

**EXHIBIT B**

**November 28, 2011 Letter from Poretta to Debtors**

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RE: Graceway Pharmaceuticals, LLC, et al; Bky Co. 11-13036  
Our File: 5587-45465

Dear Counsel:

Please be advised that we represent Poretta & Orr, Inc. ("P&O") in regard to the above captioned bankruptcy case.

A hearing has held on November 22, 2011 at which time the Bankruptcy Court considered Graceway Pharmaceuticals, LLC's ("Debtor") proposal to sell its assets to Galderma, S.A. Concurrently with the proposed sale, P&O received a Notice of the possible assumption of its services contract with the Debtor.

We have been advised that the successful bidder at the auction was Medicis Pharmaceutical Corporation. Following the sale we received a copy of the Order entered on November 22, 2011 approving the procedures for the rejection of executory contracts. Today we received the November 23, 2011 Notice Of Rejection Of Unexpired Leases And Executory Contracts to which was attached Schedule 1, Leases and Contracts to Be Rejected. Schedule 1

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identifies the Poretta & Orr Inc. Services Agreement [Contract ID] 481 as a contract to be rejected.

On November 21, 2011, P&O's Proof of Claim ("POC") was filed BMC Group. P&O asserted a claim in the amount of \$65,851.60 for invoices issued prior to September 29, 2011 ("Petition Date"). In addition, the POC informed that invoices were being prepared for projects being handled by P&O for Debtor's account which had not been completed. The amount asserted by P&O is the same amount shown on Debtor's Schedule F, on page 58 of 157. Thus there is no dispute as to the amount.

P&O provided the Debtor with strategic marketing services including marketing materials and turnkey exhibits for healthcare conferences and events. Certain of these projects were one-time events and others for repeating. In performing its services, P&O would cause to be produced trade show booths and marketing materials ("Assets"). P&O is in possession and control of Assets in which both P&O and the Debtor have interests. If P&O's contract is being terminated by rejection, P&O would request that the Debtor immediately decide whether it wants to obtain or abandon such Assets. Until the Debtor makes its determination, P&O will issue invoices for storage. If the Debtor elects to abandon such assets, P&O will cause such assets to be destroyed at the Debtor's expense. All storage and destruction expenses will be cost of administration claims.

In addition, P&O owns a "computer portal system" which is currently being utilized by the Debtor to schedule turnkey exhibit programs for regional events throughout the country. As the P&O contract has been noticed to be rejected, P&O is evaluating the termination of this portal system. Until the portal system is terminated by rejection or as of the closing date of the sale, any costs for use, maintenance, etc., for the account of the Debtor will be invoiced and such costs will be Chapter 11 cost of administration claims.

P&O's business representative for this matter is:

David Pflug  
Poretta & Orr, Inc.  
Telephone: 215-345-1515  
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We would appreciate being notified of the business persons at both the Debtor and Medicis Pharmaceutical Corporation, so that the three companies can make an informed judgment as to any future business between and among the companies and the disposition of any of the identified assets.

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We note that the November 22, 2011 Order (Doc. # 173) provides at:

page 2, paragraph 2.c. that

Rejection of the Leases and Contracts to be Rejected shall be effective as of the closing date of the Sate (the "Closing Date").

and page 3, paragraph 6 that:

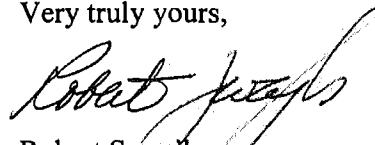
Any rejection damage claims relating to the rejection of the Leases and Contracts to Be Rejected must be filed by the later of (a) the claims bar date established in the Debtors' Chapter 11 Cases or (b) 30 days after service of the Rejection Notice in accordance with paragraph 2(b) above.

Please advise as to the proposed Closing Date.

**The bar date for filing and claim for rejection damages is December 30, 2011 at 4:00 p.m.**

Thank you for your cooperation and prompt reply.

Very truly yours,



Robert Szwajkos  
For CURTIN & HEEFNER LLP

RSZ:ns

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