



IMMURON SIGNS TRAVELAN® LICENCE DEAL WITH PALADIN LABS FOR CANADA, LATIN AMERICA & AFRICA

- Upfront licence fee of \$500,000
- Potential milestone payments up to \$115m over period of the agreement
- Immuron secures further \$1.5m funding from Paladin
- Immuron retains all Travelan manufacturing rights

Melbourne, Australia, 29 November 2011: Immuron Limited (ASX: IMC) and Paladin Labs Inc. (TSX: PLB) today announced that they have signed a license and distribution deal under which Paladin receives the exclusive rights to market and sell Travelan in Canada, Latin America (including Brazil, Mexico, Argentina and Colombia), as well as sub-Saharan Africa (including South Africa). Travelan is a novel, over the counter (OTC) product that is up to 90% effective in preventing travellers' diarrhoea (TD).

Under the terms of this agreement, Paladin receives exclusive rights to commercialise Travelan in the stated territories. In exchange Immuron will receive an upfront payment of \$CAN500,000 and potential sales performance milestone payments over the term of the agreement that can aggregate up to \$CAN115 million. Immuron also retains all production and manufacturing rights and will therefore supply finished packs of Travelan to Paladin for each territory as the product is progressively launched.

In addition to the exclusive rights to Travelan, Paladin was granted an option to consider the rights to Immuron's potential influenza product (IMM 255) in the same territories. Any future arrangements between the two companies in respect of IMM 255 will be the subject of a separate agreement.

Immuron and Paladin have also entered into a funding agreement, subject to certain closing conditions, under which Paladin will provide up to \$CAN1.5 million to Immuron in the form of a secured convertible debenture. It is intended that this funding will be used primarily for the ongoing global commercialisation of Travelan and future product development.

"This is a major event in the history of Immuron and an important step in our expanded market-focused commercialisation strategy," said Joe Bains, Immuron's Chief Executive Officer. "This agreement highlights the global appeal of our in-market and flagship product Travelan. On the back of continued strong sales in Australia by our local partner Nycomed, this agreement confirms the growing strategic interest in Travelan and our platform technology."

Paladin Interim President and Chief Executive Officer, Mr Mark Beaudet said "Travelan provides Paladin a unique and differentiated product for the prevention of travellers' diarrhoea that will further expand both our OTC portfolio in Canada and our strategic footprint across emerging markets."

Roberts Mitani, LLC (www.robertsmitani.com) served as strategic advisor to Immuron in connection with this transaction.

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About Travelan®

Travelan is an extremely effective product that prevents travellers' diarrhoea (TD). It is a natural product derived from hyper-immune colostrum that is up to 90 per cent effective.

Travelan, made from Immuron's hyper-immune colostrum technology, substantially reduces the risk of developing TD, an illness afflicting up to six-in-10 travellers to high risk destinations. The Travelan caplets neutralise the *Escherichia coli* bacteria – the leading cause of TD – before the onset of symptoms.

In a randomized, controlled clinical trial published in the peer-reviewed *Scandinavian Journal of Gastroenterology* in June 2011, Australian and Polish researchers established the 90 per cent efficacy finding and that the Travelan oral formulation contains antibodies that significantly reduce the risk of diarrhoea and helps reduce the symptoms of minor gastrointestinal conditions.

About Immuron Limited

Immuron is a biopharmaceutical company focused on oral immunotherapy treatments using dairy-derived antibody products for humans. Immuron is uniquely positioned with a versatile technology platform capable of generating a wide range of products with a high safety profile. This high safety profile makes it possible to complete pre-clinical studies relatively quickly and increases the prospect that the clinical development of Immuron's products will be expedited. Immuron's current products and product candidates target infectious diseases of the gastrointestinal tract, chronic diseases such as fatty liver (NASH), and the prevention of influenza. Immuron has one product in the market, Travelan, for preventing travellers' diarrhoea.

Immuron's main scientific alliances are with Hadassah Medical Center (Israel), the University of Melbourne and Monash University (Australia).

About Paladin Labs Inc.

Paladin Labs Inc., headquartered in Montreal, Canada, is a specialty pharmaceutical company focused on acquiring or in-licensing innovative pharmaceutical products. With this strategy, a focused national sales team and proven marketing expertise, Paladin has evolved into one of Canada's leading specialty pharmaceutical companies. For more information, please visit the Company's web site at www.paladinlabs.com.

Paladin's strategy is to leverage its strong sales and marketing capabilities with the acquisition and in-licensing of complementary products. Continued growth will be fueled by the launch of innovative products - principally sourced from small to medium sized pharmaceutical and biotechnology companies with promising technology but no sales and marketing capabilities in Canada. Based on our proven track record for marketing and selling innovative pharmaceuticals in Canada, Paladin will become the partner of choice for these emerging new companies.