



PHOSPHAGENICS

Company Announcement

Phosphagenics adds David Jones to its list of growing retail partners

8 May 2012, Melbourne, Australia: Australian drug delivery technology company Phosphagenics Limited (ASX: POH, OTCQX: PPGNY) is pleased to announce the addition of David Jones to its list of growing retail partners. David Jones is Australia's premier department chain. It has a strong retail reputation in beauty and cosmetics. The Elixia® range of high performance skincare products, together with the best-selling BodyShaper Cellulite Contour Crème®, will be launched throughout selected David Jones stores nationally over the next two months. This recent addition brings the number of retail outlets to over 600 stockists nationally and is complimented by our on-line and TV home shopping activities. Elixia® is a unique skincare brand supported by strong scientific data, based on over 10 years of research and development.

Phosphagenics CEO, Dr Esra Ogru, said "We are very excited about the continued roll out of our Elixia® brand within Australia. We now have the two largest retail chains in the country endorsing our products, together with our international efforts focused towards the expansion of BioElixia™, we are continuing to deliver on our strategy of expanding our personal care business".

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About Phosphagenics

Phosphagenics is commercialising drug delivery applications based on its novel transdermal (drugs administered via skin) TPM[®] - Targeted Penetration Matrix technology. TPM[®] is a patient friendly and cost effective system used to deliver proven pharmaceutical and nutraceutical products.

The lead product advancing through clinical trials is an oxycodone matrix system for the relief of chronic pain.

Phosphagenics' shares are listed on the Australian Securities Exchange (POH) and its ADR – Level 1 program in the US is with The Bank of New York Mellon (PPGNY).
www.phosphagenics.com
www.elixia.com.au