

17th May 2010

Plethora Solutions Holdings plc

Commercial Update - The Urology Company

Plethora Solutions Holdings plc (AIM: PLE, 'Plethora'), the UK-based specialty pharmaceutical company, announces that it has concluded two agreements to acquire marketing and distribution rights to two prescription medicines (POM); one for the treatment of nocturnal enuresis and the other for the treatment of overactive bladder/urge incontinence (OAB). Sales of both products are expected to begin in the third quarter of 2010.

The Urology Company was launched in the second half of 2009 to build a portfolio of approved products to market and distribute into the UK specialist urology market. With the addition of these two products, the Company's portfolio has attained a critical mass of 8 products, which meets an objective set by the Company when establishing The Urology Company in late 2009 to launch between 6 and 9 products during 2010. The portfolio now contains representative products for the treatment of the major urological and sexual dysfunction disorders and comprises:

Product	Product Category	Indication	Target Launch Date
Striant SR	POM	Hypogonadism	Q2/3
TUC-OLS-1	POM	Overactive bladder	Q3/4
TUC-OLS-2	POM	Urinary incontinence	Q3/4
Bladder instillation	Special	Bladder pain	Q4
Dianatal	CE	Obstetric gel	Q2
Hyalofemme	CE	Atrophic vaginitis	Q3
hi-Cran	Supplement	Female UTI	Q2
hi-Argenol	Supplement	Male health	Q2

Nocturnal enuresis ("bedwetting") is a socially disruptive and stressful condition which affects up to 20% of five year olds and 2% of young adults. In 2008, the NHS (England) spent more than £11.5 million on drug formulations to treat this condition.

OAB afflicts over 10% of adults in the UK and comparable NHS drug expenditure in England to treat the condition was in excess of £5m in 2008.

Commenting, Steven Powell, Chief Executive Officer, said:

"Throughout this first half of 2010 and we have continued to build the portfolio of approved products for The Urology Company, We are now focusing our attention on launching these products and building revenues through the second half of the year in line with market expectations."

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About Plethora:

Plethora is focused on the development and marketing of products for the treatment of urological disorders. The Urology Company is Plethora's marketing and distribution business, established in August 2009, to target the UK urology market. The Urology Company markets a range of proprietary, branded and generic pharmaceutical products, together with selected medical devices and nutritional supplements. Products are marketed directly to specialist prescribing physicians, retail pharmacies and directly to consumers.

In addition, Plethora has a portfolio of products at varying stages of development for the treatment of overactive bladder (PSD506), stress urinary incontinence (PSD503), interstitial cystitis (PSD597), gynaecological pain (PSD508), erectile dysfunction (PSD510 – 'Invicorp') and premature ejaculation (PSD502). Plethora is headquartered in the UK and is listed on the London Stock Exchange (AIM: PLE.L).

Further information is available at:

www.plethorasolutions.co.uk and www.theurologyco.com