

19th July 2010

Plethora Solutions Holdings plc
("Plethora" or "the Company")

Launch of a new product for male sexual health

Plethora Solutions Holdings plc (AIM: PLE), the UK-based speciality pharmaceutical company, announces that it has launched a new product, hi-Argenol[®], for the maintenance and improvement of male sexual health.

hi-Argenol[®] is a novel formulation of purified natural ingredients designed specifically to maintain and improve male sexual health including erectile function and fertility. The product was formulated by the Plethora clinical team based upon published clinical data and it will be marketed directly to consumers online through Plethora's subsidiary company, The Urology Company, and its website at www.theurologyco.com.

Some of the active ingredients in hi-Argenol[®] assist the body's ability to produce nitric oxide which acts as a vasodilator and leads to increased blood flow which can help some men overcome erectile dysfunction. Other ingredients in the product contribute to improving fertility and prostate health.

Dr Wallace Dinsmore, consultant at the Royal Victoria Hospital in Belfast commented:

"Although effective treatments in the form of PDE-5 inhibitors are available on prescription, these are not generally indicated for use on a daily basis, which can impact on spontaneity and be frustrating for those involved in committed relationships. hi-Argenol[®] potentially provides men with an easily-accessible option to maintain their sexual health on an ongoing basis."

Dr Mike Wyllie, Plethora CSO, commented: "There has been an increasing acceptance and use of natural products in the treatment of urological disease. For example, *Serenoa repens* has been used by a significant number of men worldwide to manage their symptoms of prostatic disease and it is anticipated that hi-Argenol will be equally popular as an aid to sexual health."

-Ends-

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Notes to Editors:

hl-Argenol® is a registered trademark of The Urology Company Limited.

Further information on products available through The Urology Company can be found at www.theurologyco.com

About Plethora:

Plethora is focused on the development and marketing of products for the treatment of urological disorders. The Company has products in clinical development for the treatment of overactive bladder (PSD506), stress urinary incontinence (PSD503), interstitial cystitis (PSD597), gynaecological pain (PSD508), erectile dysfunction (PSD510) and premature ejaculation (PSD502). Plethora's subsidiary, The Urology Company Limited, was established in 2009 to market and distribute a range of therapeutic products for the treatment of urology, andrology and obstetric conditions. The Company 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.