

17th November 2010

Plethora Solutions Holdings plc
(“Plethora” or “the Company”)

Launch of three new products for male health
Product Portfolio now comprises nine launched products

Plethora Solutions Holdings plc (AIM: PLE), the UK-based speciality pharmaceutical company, announces that its subsidiary The Urology Company Limited has launched three new products for the maintenance and improvement of male sexual health.

The first of these products, Striant™ SR, is a prescription only medicine for testosterone replacement therapy in men suffering from hypogonadism. The product is marketed under license from Columbia Laboratories, Inc. (NASDAQ: CBRX) and provides healthcare professionals with a unique, efficacious, non invasive option to treat the 2.5 million men in the UK who experience a decrease in sexual function and other symptoms as the result of low testosterone levels.

Testosterone levels naturally decline with age –“late onset hypogonadism” – and can be associated with loss of libido, erectile dysfunction, mood changes, a reduction in muscle mass, changes to the skin and hair and sleep disturbances*. Low testosterone has also been linked with increased body mass index, waist circumference and poor blood sugar control in type 2 diabetes, with a consequent increased risk of cardiovascular problems.

Around 40% of men aged 40 or over experience some form of erectile dysfunction and of these, over 30% will have low testosterone levels**. While there are a number of oral drugs to treat erectile dysfunction, not all individuals experience a satisfactory improvement in sexual function and may benefit from testosterone supplementation.

In addition, The Urology Company has also launched 2 new nutritional supplement products, UroVital® Complex and UroMaxi Flow®. These products have been formulated specifically to assist in the maintenance of prostate health and urinary tract function and have been designed to be taken either in combination with prescription medicines or on their own. Individual components were selected due to their potential role in supporting the maintenance of a healthy prostate and urinary tract. These products are marketed directly to consumers online through The Urology Company's website at www.theurologyco.com.

The introduction of these three products brings the total product portfolio of launched products to nine this meets the upper end of the Company's original objective of launching between six and nine products in 2010.

Dr Mike Wyllie, Plethora CSO, commented: “In comparison to other countries, hypogonadism is under-treated in the UK and Striant™ SR offers a unique and differentiated method of delivering testosterone. We expect that for some patients it will represent a more convenient and acceptable treatment. Further, the treating physician

will be able to measure a faster response to testosterone treatment due to a more rapid onset of action and a rapid achievement of normalised testosterone levels.”

* Nieschlag E, Swerdloff R, Behre HM et al. Investigation, treatment and monitoring of late-onset hypogonadism in males. ISA, ISSAM and EAU recommendations, Eur.Urol. 2005; 48:1-4

** Guay AT et al Efficacy and safety of Sildenafil citrate for treatment of ED in a population with associated organic risks Journal of Andrology 2001;22:793-17

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Notes to Editors:

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 urological, andrological 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.