

3 December 2010

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

Business Update & Proposed Placing

Plethora Solutions Holdings plc (AIM: PLE), the UK-based speciality pharmaceutical company, announces a proposed placing to raise £700,000 and an update on business performance.

The Placing

The Placing, conducted through its joint broker Hybridan, will raise £700,000 before expenses through the issue of 8,235,296 shares at a Placing Price of 8.5p per share. Net proceeds of the Placing are expected to be approximately £665,000. Completion of the Placing and the issue of the New Ordinary Shares will remain subject to the passing of certain Resolutions to be placed before the shareholders of the Company at a General Meeting to be convened at 9:00 am on 20 December 2010.

The proceeds of the Placing will be used by the Company to fund general working capital requirements of the group.

The proposed Placing is being conducted by way of a non pre-emptive share issue. The Directors believe that this will offer a cost effective method of raising working capital, without incurring the significant costs of a full public offer of Ordinary Shares.

Application will be made to the London Stock Exchange for the New Ordinary Shares to be admitted to trading on AIM and it is expected that, subject to the successful passing of the Resolutions, Admission will be effective and trading will commence at 8:00 am on 21 December 2010.

Business Update

Plethora was founded in 2004 as a business focused on urology, gynaecology and sexual health. In 2009 the Group recorded its maiden profit, due to income arising from the global licensing agreement with Shionogi for PSD502. Later that year, the Company announced the establishment of a new UK focused marketing and distribution subsidiary, The Urology Company.

The most advanced projects in the Group's development portfolio are now embedded with partners. PSD502, for the treatment of premature ejaculation, has completed its clinical development and is now controlled by Shionogi. PSD503, a potential treatment for stress urinary incontinence, is under option to a major global pharmaceutical company.

Plethora founded The Urology Company based on its depth of knowledge of urology, gynaecology and sexual health conditions to establish a revenue generating, profitable and cash flow positive speciality pharmaceutical business targeting the UK market. This

should provide a financial balance to the intermittent but substantial income from milestone and royalty streams generated from partnered development assets.

At the end of 2009 investors provided the initial capital to develop this business. The Group's objective was to ensure the launch of between 6 and 9 products by the end of 2010.

We are pleased to report that as of 30 November 2010 the following significant operational milestones have been achieved:

- Obtained a Wholesaler Dealers License from the Medicines and Healthcare Regulatory Agency;
- Obtained a controlled drugs license from the Home Office;
- Secured rights to and launched 9 products by the end of November;
- Achieved sales on product launches; and
- Secured the first distribution agreement with a major retail pharmacy chain.

In addition, the Group anticipates up to 2 additional product launches in the near term which will exceed the 2010 target.

Following a recent series of investor meetings the Board determined that it was in the Company's interest to conduct the Placing. The proceeds of the Placing will be used to provide additional working capital for product launches and to drive sales and marketing across the product portfolio. It is intended that these activities will accelerate revenue growth and hence profitability.

Dr Steven Powell, Chief Executive Officer, Plethora said:

"We are grateful for the continued support of the investor community. The additional funds will allow us to pursue the goal of becoming a sustainable profitable business based on The Urology Company alone. In addition, we anticipate that future milestone and royalty income from partnered development products such as PSD502 will generate substantial shareholder value."

-Ends-

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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 - Virgafem), interstitial cystitis (PSD597 - Urolieve) 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 branded and generic pharmaceutical products, pharmaceutical specials, medical devices and nutritional supplements 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 and www.theurologyco.com