

1 April 2010

Plethora Solutions Holdings plc

("Plethora" or the "Company")

Placing of New Ordinary Shares

The Board of Plethora is pleased to announce that it has raised £855,000 before expenses via a conditional placing (the "Placing") of 11,400,000 new ordinary shares of 1 penny each, at a price of 7.5 pence per share (the "Placing Shares").

In addition, the Company is in advanced discussions to enter into a loan facility of £400,000 ("Loan"). This money is expected to be supplied on terms not materially different to the Company's existing £1m loan.

It is anticipated that the proceeds of the Placing and Loan, being £1.255m in aggregate before expenses, will be used by the Company to:

- Expand UK sales and marketing presence;
- Drive market penetration of existing products;
- Complete EU registration of Striant[®] SR; and
- Cover general working capital expenses.

The Placing is being conducted by way of a non pre-emptive share issue. The Directors believe that this is the most cost effective method to raise the working capital, avoiding the significant costs of a full public offer. The Placing Shares will represent 17 per cent. of the enlarged share capital of the Company.

The Placing Shares will, on Admission, be credited as fully paid and will have the same rights in all respects with the existing ordinary shares, including the right to receive all dividends and other distributions declared. The Placing is conditional, upon, inter alia, the approval of shareholders at a general meeting and the entering into of the agreement for the Loan.

Application will be made to the London Stock Exchange for the Placing Shares to be admitted to trading on AIM and it is expected that Admission will be effective and trading will commence at 8:00 am on 21 April 2010. Following Admission, the Company will have 65,725,800 Ordinary Shares in issue. Since the Company holds no shares in Treasury, the total number of voting rights in the Company is therefore 65,725,800 and this figure may therefore be used by Shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FSA's Disclosure and Transparency Rules.

A circular convening a general meeting to be held at 9 a.m. on 20 April 2011 (the "General Meeting") will be posted to shareholders on Monday 4 April 2011 (the "Circular").

A copy the Circular will be available from the Company's website:
www.plethorasolutions.co.uk.

Enquiries:

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About Plethora: www.plethorasolutions.co.uk.

Plethora is a speciality pharmaceutical company focused on the treatment of urology, gynaecology, andrology, obstetric conditions and sexual health. The Company initially developed products for the treatment of premature ejaculation (PSD502), interstitial cystitis (PSD597), erectile dysfunction (PSD510), stress urinary incontinence (PSD503), and overactive bladder (PSD506). Plethora's subsidiary, The Urology Company Limited, established in 2009, markets and distributes a range of therapeutic products. The Company is headquartered in the UK and is listed on the London Stock Exchange (AIM: PLE.L).

EXPECTED TIMETABLE OF PRINCIPAL EVENTS

Latest time and date for receipt of Forms of Proxy	9.00 am on 18 April 2011
General Meeting	9.00 am on 20 April 2011
Admission of Placing Shares to AIM	8.00 am on 21 April 2011

PLACING STATISTICS

Existing Ordinary Shares	54,325,800
Placing Shares issued	11,400,000
Enlarged Share Capital	65,725,800
Percentage of the Enlarged Share Capital represented by the Placing Shares	17.3%
Placing Price	7.5p
Gross proceeds of the Placing	£855,000