

20 June 2011

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

Exclusive UK Distribution Agreement
The Urology Company appointed to sell BioClin's Multi-Gyn & Multi-Mam ranges

Plethora Solutions Holdings plc (AIM: PLE), the UK-based speciality pharmaceutical company, announces that its subsidiary The Urology Company Limited, has entered into an agreement with BioClin B.V. to become the UK exclusive distributor of the Multi-Gyn® and Multi-Mam® product ranges.

Four of the Multi-Gyn® and Multi-Mam® products are available in the UK today, including Multi-Gyn® ActiGel, Multi-Gyn® FloraPlus, Multi-Mam® Compresses and Multi-Mam® Balm. These products have been available since 2005 under the brand name Bio-Fem and have significant UK retail sales. The products are available over the counter without a prescription from the country's leading retail pharmacies and consumer healthcare companies. Multi-Gyn® and Multi-Mam® brands are a leading brand in intimate female health in over 36 countries around the world; holding a strong market leading position in many of those markets.

Multi-Gyn® is a range of intimate care products, designed to treat and prevent the recurrence of a number of female health conditions. At present there are seven products in the Multi-Gyn® range:

- ⑧ Multi-Gyn® ActiGel – to treat and prevent vaginal discomforts such as bacterial vaginosis
- ⑧ Multi-Gyn® FloraPlus – to treat and prevent vaginal thrush
- ⑧ Multi-Gyn® LiquiGel – to treat and prevent vaginal dryness
- ⑧ Multi-Gyn Compresses – for direct relief of irritation in the external intimate area
- ⑧ Multi-Gyn® FemiWash – for a mild, soap free intimate hygiene
- ⑧ Multi-Gyn® Vaginal Douche & Tablets - for optimal hygiene of the vagina

Multi-Mam® is a range of products designed to prevent and treat discomfort before and during breastfeeding through total nipple care. At present there are four products in the Multi-Mam range:

- ⑧ Multi-Mam® Compresses – for a soothing effect on sore nipples
- ⑧ Multi-Mam® Balm – protects the nipple before and during breastfeeding
- ⑧ Multi-Mam® Lanolin – medical grade Lanolin to protect the nipple before and during breastfeeding
- ⑧ Multi-Mam® Babywash – a soap free washing emulsion for use on the sensitive baby skin

The Urology Company will act as the UK exclusive distributor and will retain the product names and rebrand the products to their international identities: Multi-Gyn® and Multi-Mam®. The Urology Company intends to roll out the entire product range in the United Kingdom and ensure a national retail distribution.

Recently, the Urology Company has significantly strengthened its UK sales and marketing infrastructure and indicated that it intends to expand its product portfolio to exploit this resource. The Urology Company intends to expand the UK retail distribution of the BioClin products through listings in a number of major UK retail pharmacies, and healthcare chains. The Urology Company believes that the Multi-Gyn® products are highly complementary to its existing Hyalofemme and HI-Cran products and the Multi-Mam® range is complementary to Dianatal.

Bill Robinson, Chairman, Plethora said:

“For our investors, this agreement demonstrates our ability to secure products with existing revenues to add to our portfolio and leverage the infrastructure we have established. For our customers and patients these products will help treat often distressing conditions with highly effective products.”

Floris Koumans, Chairman, BioClin said:

“We chose to work with The Urology Company as we recognize its leadership position as the UK's urology and sexual health expert. Our products are highly effective and having the specialist skills that our new partner can deliver will ensure that women in the UK get the treatments they need.”

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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 - 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

About BioClin:

BioClin is a Dutch company that was founded in 1989 in the city of Delft by Annelize Goedbloed (1939, Medical Biologist) and Floris Koumans (1967, Strategic Management). The basis of the company is the bio-active concept. This is an innovative direction in (para)pharmaceutical product-development, personal care products and remedies. The bio-active concept is aimed at substances that stimulate, activate and support the natural repair mechanism of the ectodermal tissue (skin and mucosa) resulting in a faster and better healing process, without adverse effects. The bio-active substances, polysaccharides, are derived from plants. The process for isolating the active ingredients has been developed and patented together with the University of Amsterdam. This bio-active polysaccharide is called '2QR'. BioClin develops and produces products for medical self-care, based on 2QR. These products are available without prescription in pharmacies and drugstores in more than 30 countries around the globe.

Further information is available at www.bioclin.nl, www.multi-gyn.com, www.multi-mam.com and www.2qr.com