

20 January 2012

Plethora Solutions Holdings PLC

Gepan® instill - New Product Acquisition

Plethora announces that its subsidiary The Urology Company Limited entered into an agreement with G. Pohl-Boskamp GmbH & Co. KG ("Pohl-Boskamp") to become the UK exclusive distributor of Gepan® instill.

Gepan® instill is a product to treat several chronic forms of cystitis including:

- interstitial cystitis
- overactive bladder
- radiation cystitis and
- chronically-recurring cystitis

Gepan® instill comprises an 80mg dose of chondroitin sulphate as a 0.2% solution in a 40ml pre-filled syringe. The solution is introduced into the bladder via a catheter and acts to repair the glycosaminoglycan (GAG) layer of the lining of the bladder. Gepan® instill is the only GAG replenishment product to be presented as a pre-filled syringe saving nursing time and increasing convenience.

It is estimated that up to 1.6 million patients in the UK currently suffer from interstitial cystitis, overactive bladder, radiation cystitis and chronically-recurring cystitis. These conditions have a major impact on a patients' quality of life and persist for many years. At present many of these patients are misdiagnosed or underdiagnosed and therefore do not receive adequate control of their symptoms and management of their conditions. It is estimated that on average a patient uses between 6 and 12 treatments for these various conditions, per annum.

In 2008, Nordling and van Ophoven published data from a multi-national, multi-centre, prospective observational trial regarding GAG replenishment therapy. They showed that after a course of three months 82% of patients gave a positive statement to the treatment with Gepan® instill⁽¹⁾ This cohort of patients is the largest studied to date in intravesical GAG replenishment therapy and provides compelling evidence for efficacy and safety.

The Urology Company has exclusive distribution rights for Gepan® instill. The product will be distributed through the channels built up by The Urology Company since its inception.

Ronald Openshaw, CEO of Plethora Solutions commented:

"We are delighted to have secured the distributorship for Gepan® instill in the UK. This is an important product for the management of a serious condition with a significant unmet need. In the last few months we have seen growing interest and have expanded the usage of the product in the UK. "

Bodo Heibroek, Director of International Sales at Pohl-Boskamp said:

"We have every confidence in the appointment of The Urology Company to meet patients needs in this distressing condition. We were convinced that their specialist focus in urology and their dedicated salesforce and the complementary nature of this product in their portfolio would help us to expand the population of patients treated with Gepan® instill."

References: (1) Nordling J, van Ophoven A. Intravesical glycosaminoglycan replenishment with chondroitin sulphate in chronic forms of cystitis. A multi-national, multi-centre, prospective observational clinical trial. *Arzneimittelforschung*. 2008;58(7):328-35.

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About Plethora:

Plethora is focussed on the development and marketing of products for the treatment of urological disorders. The Company is focussed on: (i) driving the development of its speciality sales and marketing business, The Urology Company; and (ii) seeking to increase the value of its development assets the most advanced of which is PSD502 for the treatment of premature ejaculation.

Plethora's subsidiary, The Urology Company Limited, established in 2009, markets and distributes a range of branded and generic pharmaceutical products, pharmaceutical specials, medical devices and nutritional supplements for the treatment of urology, andrology and obstetric conditions. Its products fall into two categories (i) Professional – where a physician, nurse or other healthcare professional makes a prescribing decision and include Striant® SR, Urolieve®, Hyalofemme® and Dianatal®; and (ii) Consumer – where the consumer/patient makes a buying decision and include Hyalofemme®, Multi-Gyn®, Multi-Mam® and HI-Cran®.

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