



*ASX Limited  
Market Announcements Office*

## **Phosphagenics Launches New Logo and Website**

- ***New logo and website transitions the Company to a new era***

**5 November 2014, Melbourne:** Australian drug delivery company, Phosphagenics Limited (the Company) (ASX: POH, OTCQX: PPGNY), today announced the launch of a redesigned corporate logo and website. The new logo represents the Company's emphasis on partnership with other pharmaceutical companies to develop and launch novel therapeutics. The updated website provides users a more comprehensive view of the unique features of the Company's TPM® delivery technology, and lead development programs, through enhanced and up-to-date 'Research' and 'Products' sections.

"Our new logo and website are focused on communicating the highly innovative nature of our TPM® delivery technology", said Dr Alex Stojanovic, VP of Business Development and Commercial Operations. "The new brand identity is intended to communicate that we are a cutting-edge and future-oriented company. We're working on several exciting applications of TPM® that have enabled groundbreaking achievements, such as the transdermal delivery of oxymorphone. The new website highlights these achievements and the priority areas for research and development at this time."

The previous logo was created in 2004 and has served the Company for more than a decade. During that period, Phosphagenics has commercialised several TPM® based products and has advanced a number of additional exciting products into mid-stage development.

"Our management team has been working very hard to develop this initiative. The new identity allows us to take the final step in transitioning past recent corporate events", said Harry Rosen, CEO and President. "We want our shareholders to know that we are committed to building a successful company and making a positive change in the lives of patients."

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## **Enquiries**

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## **About Phosphagenics**

Phosphagenics Limited is a drug delivery company that is commercialising various products within the pharmaceutical, cosmetics and animal health sectors, using its proprietary drug delivery system called TPM® (Targeted Penetration Matrix). TPM® is a patient friendly and cost effective system, based on Vitamin E, that enhances the topical or transdermal delivery of active molecules. The lead products advancing through clinical trials are oxymorphone and oxycodone patches for the relief of chronic pain.

Phosphagenics' shares are listed on the Australian Securities Exchange (POH) and its ADR – Level 1 program in the US is with The Bank of New York Mellon (PPGNY).