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## Elis Pharma Introduces Erectile Dysfunction Drug, Vitaros(R) Licensed From Apricus Biosciences at Major Pharmaceutical Conference in Dubai

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The Presentation is Part of Elis Pre-Launch Marketing Strategy for the Drug Licensed From Apricus Biosciences

DUBAI, United Arab Emirates, March 9, 2012 (GLOBE NEWSWIRE) -- Elis Pharmaceuticals ([www.elispharmaceuticals.com](http://www.elispharmaceuticals.com)), announced today that the company would present Vitaros(R) at the Dubai International Pharmaceuticals and Technologies Conference and Exhibition (DUPHAT), which will be held 12-14 March 2012 (<http://www.duphat.ae>) as part of its pre-launch strategy.

Vitaros(R) is a drug for erectile dysfunction (ED) that Elis licensed from Apricus Biosciences (Nasdaq:APRI) ([www.apricusbio.com](http://www.apricusbio.com)) in January of 2011, having exclusive rights to sell the drug in the Gulf Countries and part of the Middle East. "We believe that Vitaros(R) will be an important new first line therapy for ED in our region," explained Rashed Assouma, Chief Executive Officer of Elis. "Since DUPHAT is the most significant pharmaceutical event in the Middle East and North Africa, it offers the best opportunity for us to introduce the drug."

At DUPHAT, Elis will present Vitaros(R) to pharmacists, pharmaceutical professionals, key decision makers and government heads and officials from the Middle East, Africa and Commonwealth of Independent States countries. The presentation combined with patient responses observed in this population is the first step in the marketing campaign that Elis plans for Vitaros(R) once the drug is approved in the region.

"Because of Elis' proven marketing strategies and the patient responses we've already experienced as part of our sampling program, we anticipate strong sales of Vitaros(R) in this region, where the total market for erectile dysfunction drugs is more than \$100 million per year," continued Mr. Assouma.

Vitaros(R) was approved by Health Canada in November 2010 as the first topical treatment for erectile dysfunction ("ED") for marketing in Canada. This validation also made it possible to register the drug in other countries that recognize Canadian approval. The application for approval to market Vitaros(R) in the territory licensed to Elis was filed in the first half of 2011, with final approval expected by the end of 2012.

Despite the availability of today's oral and other therapies, there is still a need for new, safe and effective treatments, especially for those patients who cannot or do not respond well to oral medication. One key advantage of Vitaros(R) is that it is applied directly to the penis as a cream, instead of as a pill that is absorbed systemically. The topical application helps to minimize side effects and enables men who cannot take, or do not do well with the existing drugs, to have a patient-friendly alternative.

### About Elis Pharmaceuticals Limited

Established in the UAE, Elis Pharmaceuticals is one of the region's leading companies dedicated to developing, manufacturing and marketing prescription and generic pharmaceuticals. The Company markets and distributes

products in three main categories: prescription medications, OTC and generics. With over 100 pharmaceutical products in its portfolio, Elis Pharma is uniquely poised to maximize the market potential of emerging products and is the likely choice for commercializing and marketing any new pharmaceutical products in its territory. The company serves drug wholesalers, distributors of pharmaceuticals, ministries and departments of health; public, private, industry and military hospitals, clinics and healthcare systems and affiliated organizations worldwide. For further information on Elis Pharma and its subsidiaries, visit <http://www.elispharmaceuticals.com>.

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