



20 July 2009

Company Announcement

PHOSPHAGENICS TO LAUNCH PREMIER COSMETIC PRODUCTS IN THE USA IN PARTNERSHIP WITH METIER TRIBECA

MELBOURNE, VICTORIA, July 20, 2009 -- Phosphagenics Limited (“Phosphagenics”) (ASX: POH; OTCQX: PPGNY) announced today it has entered into an agreement with Métier Tribeca LLC, (“Métier”) under which Métier will launch a premier line of cosmetic products under its brand name Le Métier de Beauté.

Phosphagenics has granted Métier a license to manufacture and sell products using Phosphagenics’ TPM technology. Profits will be divided equally between the parties.

Phosphagenics’ TPM technology, which efficaciously delivers both small and large molecules topically into and through the skin in a non-invasive manner and with limited skin irritation, lends itself perfectly to the delivery of active ingredients in personal care and cosmetic products. The low cost of entry into the personal care industry and the speed in which products can be brought to the marketplace makes this very lucrative market extremely attractive.

“The arrangement with Métier signals the commencement of the strategy we outlined during our Annual General Meeting in May,” said Dr Esra Ogru, Chief Operating Officer. “Although revenues are not expected to be significant initially, this arrangement allows us to enter into the profitable personal care market while limiting our financial exposure and maintaining substantial financial upside. By partnering with Métier, it allows us to remain focused on our core business which is pharmaceutical development.”

Mr. Richard Blanch, Chief Executive Officer of Métier said “this is an extremely exciting platform technology that we are jointly introducing to the cosmetic industry in the United States. There are numerous applications in the beauty industry for this type of delivery technology. We are thrilled to be the first to bring it to the US marketplace.”

Métier will be responsible for and pay the costs of manufacturing, packaging, marketing and distributing the products, initially through the US retail stores of Neiman Marcus and Bergdorf Goodman. It is anticipated that the products will be launched by first quarter of 2010.

ENDS...

APPENDIX AND NOTES TO EDITORS

About Phosphagenics Limited

Phosphagenics is a Melbourne-based, globally driven biotechnology company focused on the discovery of new and cost effective ways to enhance the bioavailability, activity, safety and delivery of proven pharmaceutical and nutraceutical products. Phosphagenics' core technology is built around the science and application of phosphorylation, a process where the addition of a phosphate group has been found to enhance the bioavailability, activity and safety of existing pharmaceuticals and nutraceuticals, as well as to assist in the production of drug delivery platforms. Phosphagenics' shares are listed on the Australian Stock Exchange (POH) and its ADR – Level 1 program was established in the U.S. with The Bank of New York Mellon (PPGNY) for U.S. investors to trade in Phosphagenics' stock on the 'over-the-counter' market. In July 2007, this was upgraded to the International OTCQX, a new premium market tier in the U.S. for international exchange-listed companies, operated by Pink Sheets, LLC. For more information, please visit Phosphagenics' web site at www.phosphagenics.com.

About Métier Tribeca

Métier Tribeca is a New York-based company that manufactures and distributes Le Métier de Beauté, a luxury cosmetic line dedicated to superior craftsmanship, design and performance. Producing products exclusively in small batches to ensure consistent quality, Le Métier de Beauté works with more than 20 innovative and creative laboratories around the world to bring the finest products to market. Le Métier de Beauté's manufacturing processes allow a fast-acting response to the marketplace, making possible the creation of new and exciting products to inspire trends and delight customers.

The French translation for "the craft of beauty," Le Métier de Beauté are available exclusively at Neiman Marcus and Bergdorf Goodman in the United States, Liberty of London in the United Kingdom and Joyce Boutiques in Hong Kong. For more information, please visit www.lemetierdebeaute.com.

Press Contacts:

Phosphagenics
Dr Esra Ogru,
eogru@phosphagenics.com
+61 3 9565 1142

Métier Tribeca
Joanna Austin
jva@metierbeaute.com
+ 1 (212) 226-1159