

ASX ANNOUNCEMENT

Commercial website launched for Évolis™

- Website launched to allow pre-release sales of the *Évolis™* hair growth products
- First 1,000 sales at 15% discount
- Pharmacy launch is on track for July 2012

SYDNEY, Thursday, 19 April 2012: Cellmid Limited (ASX: CDY) advises that today it launched the commercial website for its *Évolis™* hair growth products, www.evolisproducts.com.au, to allow pre-release sales as well as to provide ongoing customer information and support.

On 29 March 2012 Cellmid advised that a media launch was held in Sydney for its TGA approved, GMP manufactured *Évolis™* hair growth products. At that time the Company also reported its plan to launch a product website in April, and to commence commercial sales in pharmacies nationally in July 2012.

The *Évolis™ for Men* and *Évolis™ for Women* products have important TGA approved claims of "promotes hair growth", "helps prevent hair loss and thinning" and "restores the natural hair growth cycle". Double blinded, placebo controlled clinical trials have shown that 16 weeks of use resulted in decreased hair loss and increased hair growth in 74% of study participants.

The *Évolis™* products will predominantly be sold as over the counter medicines Australia wide in individual pharmacies as well as pharmacy chains at the recommended retail price of \$89 for each 50 ml bottle. The commercial website launched today has credit card and Paypal facilities for purchases ahead of this pharmacy launch. The website will allow the first 1,000 purchasers to receive a 15% discount on the products.

It is estimated that 40% of women and 50% of men in western countries are affected by hair loss at some stage in their life. Current hair growth products either have serious side effects or lack evidence of efficacy. The key competitive advantage for the *Évolis™* range is safety combined with efficacy and as such the products represent a significant market opportunity.

Cellmid, via its wholly owned subsidiary Advangen International Pty Ltd, holds exclusive manufacturing and distribution rights for the products in Australia, USA, Europe, India and South America with significant combined sales potential. Commercial launch outside Australia is expected to commence in late 2012.

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Cellmid Limited (ASX: CDY)

Cellmid is an Australian biotechnology company developing innovative novel therapies and diagnostic tests for inflammatory diseases, heart attack and cancer. Cellmid holds the largest and most comprehensive portfolio of intellectual property related to midkine and midkine antagonists globally. The Company's most advanced clinical development program is for the treatment of acute myocardial infarction (AMI) utilising the midkine protein. Cellmid is also developing anti-midkine antibodies for the treatment of inflammatory and autoimmune disorders. In addition, Cellmid is commercialising midkine as a biomarker for cancer diagnosis. Elevated midkine concentration in the blood and other body fluids is strongly indicative of cancer. Cellmid's first product, the MK-ELISA, is a blood test that sensitively and accurately measures serum midkine levels.

Advangen International Pty Ltd

Advangen International Pty Ltd is the wholly owned subsidiary of Cellmid Limited. Advangen develops and sells scientifically validated products to prevent and treat various forms of hair loss. The company's products have well understood mechanism of action and have been extensively tested for safety and efficacy with published validation data. Advangen has two market ready product ranges, one for pharmacies (Évolis™) and one for professional hair salons (Jo-Ju™ and Lexilis™). In addition, the company is developing midkine in a high performance formulation for the treatment of age related hair loss.

Advangen's Products

Advangen's products are based on using FGF-5 (Fibroblast Growth Factor 5) inhibitors to prevent hair loss, extend the growth phase of the hair cycle and activate resting follicles prompting them to grow. FGF-5 is known to cause hair to fall out and suppress hair growth. Its absence results in strong hair growth. FGF-5 has no other functions rendering its inhibitors safe. Advangen's FGF-5 inhibitor products are plant extracts that have been tested for their ability to inhibit FGF-5 with propriety high through put assay. Several products have been developed, of which the Advangen range (Jo-Ju™ and Lexilis™) will be sold through hair salons as cosmeceuticals. The Évolis™ range has been registered by the TGA as a listed medicine and will be sold as an over the counter product in pharmacies.