

ASX ANNOUNCEMENT

ÉVOLIS™ TO BE SOLD IN TERRY WHITE CHEMIST OUTLETS

- **Terry White Chemists is the first pharmacy chain to sell the Évolis hair growth products**
- **Initial wholesale order received by Cellmid**

SYDNEY, Wednesday, 30 May 2012: Cellmid Limited (ASX: CDY) advises that the Company's Évolis hair growth products will be sold in Terry White chemist outlets nationally. Évolis will be sold as an over the counter product and does not require a prescription.

Cellmid has previously announced that it expected the Évolis hair growth products to be available in pharmacies from July 2012. Terry White Chemists, with 157 outlets nationally, will be the first pharmacy chain that will stock the Évolis hair growth products. Sales will be supported by a national promotional and advertising program.

Cellmid has received its first wholesale order and is well on track to meet the annual distribution target of 400 pharmacies in Australia.

Terry White Category Business Manager, Todd Clarkson, said: "We are excited to have the opportunity to be the first group to take this innovative product to market. There is strong unmet need in the area of scientifically validated and safe hair growth products and Évolis meets these criteria perfectly."

The Évolis hair growth products have been shown to promote hair growth and reduce hair loss in double blind, placebo controlled clinical trials and they are listed by the Therapeutic Goods Administration.

End

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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 programme 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 Léxilil™) 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.