

## **MEDIA RELEASE**

### **MAJOR FORMULATION BREAKTHROUGH FOR LORATADINE the Leading Oral Allergy Medication**

**Washington DC, January 29, 2009**

Strategic Biosciences announced today that they have developed a method to solubilize loratadine - the active ingredient used in leading oral antihistamine medications such as Claritin® and Alavert®. Loratadine is a highly effective oral antihistamine which up to now could not be delivered topically, due to its insoluble nature. This breakthrough will permit the development of loratadine-containing nasal sprays for allergy sufferers.

More than 300 experiments by Strategic BioSciences scientists over the past year led to this strategic success. The advantages of delivering antihistamines directly into the nose include rapid onset of action, topical treatment to the affected site, and minimizing antihistamine-related systemic side effects such as drowsiness and dry mouth.

A preliminary study performed on allergy sufferers in Europe, showed that this nasal formulation produced rapid relief from itching and runny nose, and that the effects from a single dose of 1-3 sprays lasted for at least 24 hours.

Christos S. Efessiou, PhD, Strategic BioSciences Chief Executive Officer commented "We are pleased to be the first to achieve this biotechnological advance, which has the potential to help millions of allergy sufferers and reduce the burden of allergic conditions on patients and physicians through improved symptom control".

A patent was filed in the UK on November 21<sup>st</sup> 2008. Strategic BioSciences plans to license this technology to interested parties worldwide.

For further information, please contact Judi Miller, Director of Clinical and Scientific Affairs, Strategic BioSciences (contact information below)

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Approximately 1 in 5 or 53 million people in USA suffer with allergies and the figure appears to be increasing every year.

Antihistamines, also known as H1-receptor antagonists, are the first line of treatment drugs for most forms of allergies. The American Academy of Allergy, Asthma and Immunology (AAAAI) estimates that seasonal allergies cause over 8.2 million days of restricted activity, 3.8 million lost school and work days and 16.7 million medical office visits. Absenteeism and reduced productivity due to allergic rhinitis, specifically, is estimated, to cost US companies and the health care system more than \$6 billion per year.

Strategic Pharmaceuticals Company LLC, doing business as [Strategic BioSciences](http://www.StrategicBioSciences.com), is a District of Columbia based pharmaceutical company. It is the joint venture of SRxA Holdings Inc, an affiliate of [Strategic Pharmaceutical Advisors](http://www.StrategicPharmaceuticalAdvisors.com) of Washington, DC, and [Fortune Apex Development](http://www.FortuneApexDevelopment.com) of Tortola, BVI. The Company has offices in Washington, London and Hong Kong, and will soon be opening offices in Sofia and Singapore.

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