

AXIRON LAUNCHED BY ELI LILLY IN THE UNITED STATES

Highlights:

- **Axiron[®] (testosterone) topical solution launched by Eli Lilly in the United States**
- **Testosterone therapy market in the United States is \$1 billion per annum, growing at 20% annually**

Acrux (ASX: ACR) today announced that its partner Eli Lilly and Company has launched Axiron (testosterone) topical solution in the United States.

Axiron is the first testosterone replacement product approved for administration via the armpit (underarm). The male testosterone therapy market in the United States is worth US\$1 billion per annum and growing at 20% annually.

Acrux has received milestone payments totalling US\$140 million from Eli Lilly. Acrux will now receive royalties on global sales of Axiron and is eligible for further commercial milestone payments of up to US\$195 million.

Commenting on the Axiron launch, Acrux CEO Richard Treagus said, “We have a very capable and committed marketing partner in Lilly and we are naturally delighted to be making Axiron available to patients in the US.”

Acrux Chairman Ross Dobinson said, “This is the most significant step in Acrux's development, given the growth potential for the product and Eli Lilly's distribution strength. The Acrux Board is very pleased to have the product launched in this key market, which will underpin Acrux's growth and dividend stream.”

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About Acrux

www.acrux.com.au

- Acrux is an Australian drug delivery company, developing and commercialising a range of patient-preferred, patented pharmaceutical products for global markets, using its innovative technology to administer drugs through the skin.

- Fast-drying, invisible sprays or liquids provide a delivery platform with low or no skin irritation, superior cosmetic acceptability and simple, accurate and flexible dosing. The technology platform is covered by broad and well-differentiated, issued patents.
- Acrux has two products approved for marketing in the USA, one product in registration in the USA, one product in registration in Europe and further products at earlier stages of development.
- Acrux received two 2010 Governor of Victoria Export Awards, including the Victorian Export Award for Innovation Excellence.

