



**ASX & MEDIA RELEASE
21 JULY, 2011**

NOVOGEN REACHES AGREEMENT TO SELL ITS CONSUMER PRODUCTS DIVISION

Novogen Limited (ASX: NRT NASDAQ:NVGN) announces it has entered into an agreement for the sale of its consumer products division. The sale remains subject to certain conditions but is expected to close within the next 60 days. The buyer and terms of the agreement were not disclosed.

In making the announcement the Company's Chairman, William D Rueckert, said "As advised at both the Company's AGM in October, 2010 and the EGM held in May, 2011 the Company has been looking at strategic alternatives for its consumer products business. While this business has grown over the past 12 months and is profitable, it does not fit with our longer term focus on therapeutic drug development programs primarily, through our majority owned subsidiaries Marshall Edwards, Inc. and Glycotex, Inc."

"With this transaction we believe we will realise good value for our shareholders from a buyer which will continue the development of our successful brands. The Novogen Board is looking at opportunities for the reinvestment of the proceeds of the sale and will provide more information after the sale is completed."

About Novogen Limited

Novogen Limited is an Australian biotechnology company based in Sydney, Australia. Novogen conducts research and development on oncology therapeutics through its 65 per cent owned subsidiary, Marshall Edwards, Inc., and is developing glucan technology through its 80.7 per cent owned subsidiary, Glycotex, Inc. More information on the Novogen group of companies can be found at www.novogen.com.

ISSUED FOR LISTINGS	:	NOVOGEN LIMITED ASX (CODE NRT), NASDAQ (CODE NVGN).
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