

**APOLLO PHARMACUETICAL INC.
PRESS RELEASE**

FOR IMMEDIATE RELEASE

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Clearwater, Florida

**RELIÉVA® FOR PSORIASIS CAPTURES ATTENTION OF THE
AMERICAN JOURNAL OF THERAPEUTICS
CLINICAL RESULTS SUPPORT IMPRESSIVE CONCLUSIONS**

Introduction – Psoriasis

Apollo Pharmaceutical Inc. ("Apollo") is pleased to introduce Reliéva® (www.relieva.com), an effective new and safe treatment for mild to moderate psoriasis. Reliéva® is a natural product marketed in the USA as an over-the counter medication.

Psoriasis is a common immune-mediated chronic skin disease often characterized as red, scaly plaques that itch, burn, sting, and bleed easily. It afflicts approximately 125 million people worldwide; more than 90% of patients have the mild to moderate form. It is incurable and can only be treated for symptomatic relief. Psoriasis is found in all age groups and often seriously compromises the quality of life of those affected. Current methods of treatment are either inconvenient, show poor remission rates and/or have serious side effects.

"It's a cruel disease, for which there is no known cure, one that has ravaged the lives of countless North Americans".

"You can't catch it, you inherit it. In fact that's the case in 96 per cent of the people who suffer from psoriasis or eczema", says Dr. D.J. Weiland M.D., CEO and founder of Apollo.

Apollo, recognizing the need for improved treatments, has taken a natural plant source and, through rigorous scientific development, produced Reliéva®, our first new medication for the effective treatment of plaque psoriasis, despite being a homeopathic product. Reliéva® has shown its efficacy and excellent tolerability in a 200 patient, Double Blinded Placebo Controlled Study recently published in the American Journal of Therapeutics (13, 121-126, 2006)

"This trial is part of our extensive research program of laboratory studies, clinical trials and product research to develop a matrix of new products and treatments in dermatology for psoriasis, eczema and other dry skin conditions."

Double Blind Placebo Controlled Study

The 200 patient double-blind, placebo controlled clinical study published by the American Journal of Therapeutics was designed to evaluate the effectiveness of Reliéva®. In this study that met the “gold standard” for scientific assessment, Reliéva® steroid free cream demonstrated significant improvement as measured by the Psoriasis Area Severity Index (PASI) as well as Quality of Life Index scores.

The study was conducted over a 12 week period by Global Clinical Research Inc., based in Los Angeles (www.globalclinics.com), at 6 sites in Canada and the USA. The study involved Steve Bernstein, Howard Donsky, Wayne Gulliver, Douglas Hamilton, Sion Nobel, and Robert Norman, six leading North American dermatologists. The study summary and the complete published manuscript are available at www.relieva.com.

“Results of the randomized, double-blinded, placebo-controlled study show Reliéva® offers an effective and safe treatment of mild to moderate plaque psoriasis. Both the per-protocol and intent-to-treat populations demonstrated a significant improvement in the signs and symptoms of psoriasis.”

- **Dr. Wayne Gulliver M.D., *chief of dermatology and clinical associate professor of dermatology at Memorial University, St. John’s Newfoundland***

Reliéva® has recently captured the attention of Prevention Magazine in an editorial (**September 2006**), as well as others in the medical community.

Reliéva® has significant medical advantages over existing psoriasis treatments including the world’s leading treatment. Other psoriasis treatments (including the leader) may lose their effectiveness over time as patients build up tolerability. Reliéva® has a “0” irritancy rating, no health risks or side effects (whereas the leading treatment can be irritating to approximately 25% of patients, which makes it difficult for them to use). Current treatments such as ultra-violet light, lotions and creams containing coal tar or steroids lack the combined efficacy and safety of Reliéva®. No current treatment is totally satisfactory, and doctors and patients should try Reliéva® if they are looking for something new that provides optimal effectiveness with a greater safety profile.

Apollo will be introducing new products for the treatment of psoriasis as well as other skin conditions including Atopic Dermatitis (eczema).

Apollo Pharmaceutical Inc. is an exciting new healthcare company with a remarkable combination of talented people and advanced technologies. Our goal is to bring to market, uniquely effective dermatology products.

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