

News Release

FOR IMMEDIATE RELEASE

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PluroGen Marks Milestone: Enters Europe with Flagship PluroGel® with Silver Sulphadiazine Makes 1st Shipment to Switzerland

(Charlottesville, VA, 13 September 2010) – PluroGen Therapeutics, Inc. today announced that it has entered the European market for its flagship PluroGel® with Silver Sulphadiazine, making the 1st shipment to Switzerland to its Swiss distribution partner.

Commenting on the first European shipment of PluroGel® with Silver Sulphadiazine, Neal G. Koller, PluroGen President & CEO, said “Entering Europe opens an estimated \$2.6 billion market for PluroGen. Switzerland alone is estimated at \$53.2 million. This shipment marks achievement of the key milestone in a company’s development, transition for PluroGen to a fully commercial company. Our new Swiss distribution partner is well established in the market with terrific relationships across all market segments and will be a great driver in our market penetration.”

About PluroGen Therapeutics, Inc.

PluroGen is a burn, wound, and skin care company commercializing its multiple patent-protected technology platforms. The Company’s primary platform is its core PluroGel® technology which provides paradigm-shifting, superior and differentiated physical, bio-impact, and multi-function products. PluroGel® is University developed and is in routine use at the University, having shown superior results on more than 10,000 patients in two different patient populations - severe burns and wounds. PluroGen’s three technology platforms are configured to deliver a variety of medicinal and beneficial compounds covering the six key areas of treatment in tissue management and healing: 1. Cleansing; 2. Anti-Infection; 3. Reduced Pain; 4. Anti-Inflammation; 5. Tissue salvage; 6. Tissue regeneration.

PluroGen has a strong new product pipeline including PluroGel® Barrier Gels and Dressings, PluroGel® branded topical antimicrobial prescription products and PluroGel® co-branded products with select commercial partners.

PluroGen’s senior management, operations team, boards and principal investigators are all recognized global commercial and clinical leaders in PluroGen’s target markets of burn and wound care.

For more information about PluroGen Therapeutics, Inc., visit the Company’s web site at www.plurogen.com.

Statements included in this press release that are not historical in nature are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. PluroGen cautions readers that forward-looking statements are subject to certain risks and uncertainties, which could cause actual results to differ materially and which are identified from time to time in the Company’s reports filed with the U.S. Securities and Exchange Commission. PluroGen Therapeutics, Inc. claims the protection of the Safe Harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995.

Information included on PluroGen Therapeutics, Inc. website is not incorporated herein by reference or otherwise.