
News Release

For Immediate Release

9 October 2013

Contact: **Tricia Thompson**
Business Development
+1 (610) 539-3670

PluroGen Therapeutics, Inc. Enters \$126 Million South African Market

(Norristown, Pennsylvania, USA, 9 October 2013) - PluroGen Therapeutics, Inc., a leader in advanced wound care solutions, announced today that it has entered the South African market with its break-through line of PluroGel® Products, receiving and shipping the 1st order from its new South African distribution partner.

“Entering South Africa opens a terrific market opportunity for PluroGen” commented Neal G. Koller, PluroGen President & CEO. “South Africa is reported to have 52 million people and we estimate the Advanced Wound Care Market, the target market for our PluroGel® Products, could be as much as \$126 million annually. Our distribution partner has already initiated relationships with doctors and patients and is working to obtain Regulatory Approval from the South African government. With regulatory approval, the South Africa market provides PluroGen with an excellent opportunity for sales and profit growth.”

About PluroGen Therapeutics, Inc.

PluroGen Therapeutics, Inc. is a burn, wound, and skin care company providing clinically advanced and superior products from its multiple, patent-protected technology platforms. The Company's primary platform is its core PluroGel® surfactant technology which provides products with paradigm-shifting, superior and differentiated Core, Bio-Physical, and Performance Functions resulting in unique and advantaged Multi-Function products. Products based on PluroGel® are University developed and are in routine use, having shown superior results on more than 12,000 patients in two different patient populations- severe burns and non-healing 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 and its 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.

More information can be found on the company web site at www.plurogen.com. For PluroGen Investor Information please call +1 (610) 539-3670.

Safe Harbor Statement:

The statements in the press release that relate to PluroGen's (the company) expectations with regard to the future impact on the company's results from new products in development and any other statements not constituting historical facts are "forward-looking statements," within the meaning of and subject to the safe harbor created by the Private Securities Litigation Reform Act of 1995. Since this information may contain statements that involve risk and uncertainties and are subject to change at any time, the company's actual results may differ materially from expected results. This document may contain forward-looking statements concerning the Company's operations, current and future performance and financial condition. These items involve risks, contingencies and uncertainties such as product demand, market and customer acceptance, the effect of economic conditions, competition, pricing, the ability to consummate and integrate acquisitions, and other risks, contingencies and uncertainties which could cause the company's actual operating results, performance, business plans or prospects to differ materially from those expressed in, or implied by these statements. The Company undertakes no obligation to revise any of these statements to reflect the future circumstances or the occurrence of unanticipated events.