



SINCLAIR PHARMA PLC

SINCLAIR LAUNCHES ATOPICLAIR™ IN ITALY

FIRST LAUNCH IN THE EU FOLLOWING US LAUNCH IN JUNE

Godalming UK, 6 September, 2005: Sinclair Pharma plc ("Sinclair" - SPH.L), the specialty pharmaceuticals company, announces that its wholly owned Italian subsidiary Sinclair Srl (formerly Euroderm) has launched Atopiclair™ for atopic dermatitis (eczema) in Italy.

The launch of Atopiclair™ in Italy follows the product's US launch last June and marks an important milestone for the product. Sinclair's first product launch through its own sales force represents a significant step in the evolution of the Company's distribution strategy which, up to now, has been to appoint licensing partners to commercialise its products.

Dr Michael Flynn, Chief Executive of Sinclair said: "Atopiclair™ is the first of our growing portfolio of approved products that we will sell directly in Italy. The launch today of a key product through our own sales force represents an important milestone for Sinclair. It gives us greater control over our product and will lead to a substantially improved margin for the product. Establishment of our own sales and marketing capability in other major markets is an important part of our strategy going forward."

Enquiries:

Sinclair Pharma plc

Dr Michael Flynn, CEO

Tel: 01483 426 6444

John Barrington-Carver (Corporate PR)

Tel: 07831 655 630

Financial Dynamics

Ben Atwell or Lucy Briggs

Tel: 0207 831 3113

www.sinclairpharma.com

Notes to editors:

Sinclair Pharma plc based in Godalming in the UK, is quoted on the Alternative Investment Market (AIM) on the London Stock Exchange and has focused on the acquisition and development of niche patented pharmaceutical products in the fields of oral health, oncology support and dermatology, and bringing them to the international market place via out-licensing partners. The Company combines product evaluation, product development, regulatory and business development expertise to add value to its acquired and in-house developed products. A key element of the Sinclair business model is to minimise risk and exposure by avoiding involvement in lengthy R&D programmes and rapidly achieving global distribution through a network of marketing partners. The Company has already licensed its products for distribution in over 40 countries around the world.

Positive Atopiclair™ US Study

The study, conducted in 216 adult patients in the USA, demonstrated significant clinical benefits with Atopiclair™, when compared to a vehicle cream control group. The primary endpoint was the EASI score which is a standard method of assessment of the severity and extent of atopic dermatitis. Compared with the control group Atopiclair already showed a highly significant improvement of the EASI score within the first 8 days of this 50 day trial which was maintained throughout the trial. Similar benefits were observed for itch, erythema, area of atopic dermatitis, physicians global assessment, patients' preferences and the need for rescue medication when 5.5% of patients receiving Atopiclair™ needed rescue medication because of disease flare up versus 40% of patients receiving the vehicle control. Atopiclair™ was well tolerated with no significant side effects reported.