



**SINCLAIR ANNOUNCE NEW ATOPICLAIR™ & DECAPINOL® DISTRIBUTION  
DEALS  
FDA EXTEND DECAPINOL® LABEL**

**Godalming UK, 6 October, 2005**

**Atopiclair™**

Sinclair Pharma plc ('Sinclair' - SPH.L), the specialty pharmaceuticals company, announces that its wholly owned Italian subsidiary Sinclair Srl (formerly Euroderm) has signed a one year co-promotion deal in Italy for Atopiclair™ with the Madaus Group's Italian subsidiary, Madaus Srl (Madaus) based in Padua. The Madaus Group, headquartered in Cologne, focuses on development, marketing and sales of pharmaceutical products.

Sinclair Srl launched Atopiclair™ for atopic dermatitis (eczema) in Italy in September 2005. This launch by Sinclair's own sales force follows Atopiclair™'s US launch last June by CVP Inc. and marks an important milestone for both the product and the Company. Sinclair's first product launch through its own sales force is a significant step in the evolution of the Company's International sales and marketing strategy which, up to now, has been to appoint licensing partners to commercialise its products. However, in this instance Sinclair's own pharmaceutical sales company in Italy - Sinclair Srl has entered a co-promotion deal with Madaus in order to increase its focus on the paediatric market. Madaus intends to market Atopiclair™ through its 70 sales representatives targeting paediatricians in Italy over a period of one year.

Dr. Michael Flynn, CEO of Sinclair said: "We are very pleased to be working with Madaus in Italy, particularly since they are very experienced in the Italian paediatric market. Data from clinical trials gives clear evidence that Atopiclair™ is effective in reducing the itch, the severity and the extent of eczema lesions which are very important in the treatment of children with atopic dermatitis. We believe that as an effective steroid-free product for relieving the symptoms of atopic dermatitis, Atopiclair™ will find rapid acceptance amongst paediatricians as well as parents. "

Danilo Casadei Massari, VP Corporate Development of Madaus Group and Chief Executive Officer of Madaus Italy, added: "Partnering with Sinclair in the co-promotion of Atopiclair™ in Italy is for us a stimulating opportunity and we trust that our introduction in the paediatric field as well as the complementary role of the product in our specialty portfolio will contribute to the recognition of the novel treatment opportunity in our market."

**Decapinol®**

The Company also announces that it has signed an agreement with Pharmbio Korea Co Ltd in South Korea for the distribution of Decapinol®, its novel oral rinse for the treatment of gingivitis (gum inflammation). Records indicate that Decapinol® is the first new chemical entity approved to help prevent and treat gingivitis in the past 30 years.

In the US the Food & Drug Administration (FDA) approved Decapinol® earlier this year as a medical device which may be sold on prescription. Following further discussions, the FDA have agreed to an important extension of the labelling of the product to include **prevention of plaque**.

Commenting Dr Michael Flynn said: "Sinclair sees the revised labelling as an important advance and one that will assist in establishing the platform for Decapinol®. In the US approximately 80 per cent of the adult population are estimated to have some degree of gum inflammation, resulting in a US *prescription* market for mouthwashes that may exceed US\$100 million. OTC mouthwash brands contribute to a several fold larger total market. We believe that Decapinol® has the potential to become a viable contender in this market since clinical trials have proved Decapinol® to be well tolerated and effective with clear unique advantages."

END

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**Notes to editors:**

**Sinclair Pharma plc**

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 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 50 countries around the world. [www.sinclairpharma.com](http://www.sinclairpharma.com)