



SINCLAIR PHARMA PLC

Three New Sales and Marketing Agreements: Sebclair™ in US, Xclair™ and Salinum™ in Greece

Godalming UK, 26 July, 2005: Sinclair Pharma plc ("Sinclair" or the "Company") (SPH.L), the specialty pharmaceutical company, today announces the signing of three new sales and marketing agreements. In the US, Sinclair has licensed Sebclair™, a treatment for seborrheic dermatitis ("SD"), to Chester Valley Pharmaceuticals ("CVP"), and in Greece Sinclair has licensed two products to Anabiosis Ltd.; Xclair™, its product for the treatment of radiation dermatitis, and Salinum™, a saliva replacement product for the treatment of dry mouth syndrome.

US

Chester Valley Pharmaceuticals ("CVP"), Sinclair's US licensee for Atopiclair®, the first prescription medical device authorised by the US FDA to relieve the symptoms of atopic dermatitis ("AD") and allergic contact dermatitis ("ACD"), has now licensed Sebclair™ for seborrheic dermatitis in the US. The deal includes upfront and milestone payments of approaching US \$4 million and royalties on sales over the life of the 20 year agreement.

Sinclair has filed for a 510(k) registration with the US FDA and, subject to approval, the Company would expect the product to be launched in 2006.

Seborrheic dermatitis is a common skin condition that affects an estimated 3-5%* of the US population. On average, men are more prone to having SD than women. The disease is also more common among adults around 40 years of age. The US ethical market for SD reached a value of US\$256.0 million in 2003, up from US\$227.4 million in 1999, showing an increase of 12.6% over the review period.

Greece

Sinclair has appointed Anabiosis Greece ("Anabiosis") as exclusive sales and marketing partner in Greece for the Company's products Xclair™, a treatment for radiation dermatitis, a common side effect of radiotherapy, and Salinum™, a saliva replacement product for the treatment of dry mouth syndrome, ("xerostomia") where the salivary glands are able to produce little or no saliva.

Anabiosis is fast-growing, private pharmaceutical sales and marketing company founded in 2001 by former big pharma executives. The company has three business sections: Pharma distribution, business consulting and communication solutions for the pharmaceutical industry. Their current collaborations include Abbott and Prostrakan. The company was originally established to commercialise NCE and branded generics and now also in-licenses late stage development projects.

Dr Michael Flynn, CEO of Sinclair, said: "We are very pleased to have expanded our relationship with CVP, with its strong management team which has a very good track record of commercialising dermatology products in the US. The appointment of Anabiosis for Xclair™ and Salinum™ in Greece, underpins our strategy of licensing our products to companies whom we believe are well placed to promote and sell our products."

Robert Moccia, CEO of CVP, stated: "CVP is extremely pleased to continue and expand its existing collaboration with Sinclair and to add Sebclair™ to our portfolio of derma products. Atopiclair™ is an innovative product which we believe has significant potential in the US. Similarly, with a total SD market in the US of over US\$200 million, we believe that Sebclair also has significant potential in this market."

END

* *Euromonitor Report in November 2004*



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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. www.sinclairpharma.com

Sebclair™ Market Additional Info

Major product innovations in the prescriptions (Rx) market led to a value growth of 13% for that sector in the scalp market and 12% growth in the skin market for SD. Scalp Rx products reached a value of US\$99.2 million in 2003, representing 69.7% of the total market for seborrheic dermatitis, while Skin Rx products reached a value of US\$111.6 million or 98.1% market share from the total US SD market. Skin products make up a more significant proportion.

Chester Valley Pharmaceuticals is a specialty dermatology company, headed by two highly experienced and respected pharma executives in dermatology each with a significant track record in commercialising dermatology products. Robert J. Moccia, Chief Executive Officer of CVP, is the former President of Bioglan Pharmaceuticals, a specialty dermatology company that was recently sold to Bradley Pharmaceuticals for approximately \$183 million. As President of Bioglan, he grew the organisation to nearly \$60 million in net revenue in less than five years. Prior to Bioglan, Mr. Moccia was the Director of Worldwide Business and Market Development with Dermik Laboratories, the dermatology unit of Aventis Pharma AG. Xavier Yon, Chairman of CVP, was until recently Chief Executive Officer of Galderma, the world's leading dermatology company. At Galderma he was responsible for building a global organization with worldwide sales in excess of \$US 800 million. CVP was formed as a result of a partnership between Moccia, Yon, and GTCR Golder Rauner, LLC (GTCR), one of the leading private equity firms in the US.

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