

Tuesday, 9 January 2007

OBJ
LIMITED

**FORMER ALZA EXECUTIVE DIRECTOR TO ADVISE
OBJ'S BUSINESS AND LICENSING DEVELOPMENTS
IN NORTH AMERICA**

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OBJ Limited (ASX: OBJ) is pleased to announce that Dr Ravi Kiron PhD, MBA, one of the authorities on drug delivery licensing and technology evaluation and former-Executive Director of ALZA Corporation, a division of the \$200 billion US pharmaceutical company Johnson & Johnson, will advise OBJ on a consultancy basis to assist the growth of its transdermal drug delivery products and licensing business.

Dr Ravi Kiron is an experienced pharmaceutical industry scientist and strategic analyst with a broad background in such areas as: drug discovery, drug delivery, pre-clinical and early clinical drug development, project management, intellectual property, external technology investments, licensing, competitive & business intelligence, M&A, due diligence and integration. Dr Kiron has also worked on pharmaceutical and consumer product and technology development in the Oral, Transdermal and Emerging delivery technologies; 505b(2) and specialty pharma space.

Until recently, Dr Kiron was an Executive Director at ALZA Corporation where he was responsible for New Technology Assessment, Strategic Planning and Intellectual Property for the various ALZA delivery technologies supporting the Johnson & Johnson pipeline of compounds. ALZA has more than 30 products marketed in over 80 countries worldwide. Dr Kiron's department brought in external complementary and innovative technologies to enhance ALZA's own internal R&D delivery efforts.

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Prior to ALZA, Dr Kiron spent 13 years at Pfizer, where he led research teams in various cardiovascular drug discovery projects. He and his team worked on exploratory drug development through early phases from lead candidate until IND filing, for the oncology drug Tarceva.

Dr Kiron also worked as a member of Pfizer's Strategic Alliances (the business development) department where he was Global Head, Strategic Analysis and Knowledge Management. He participated in the due diligence process and integration of Pfizer's Warner Lambert and Pharmacia acquisitions.

Dr Kiron earned his B.Sc. Chemistry and M.Sc. Microbiology from Bombay University, India; Ph.D. in Biochemistry from Indian Institute of Science in Bangalore, India and an MBA from Rensselaer (RPI) at Hartford, Connecticut. Dr Kiron began his career at the Cardiovascular Center of Cornell University Medical Center- New York Hospital, New York, where he was Assistant Professor of Biochemistry and Medicine until his move to Pfizer Global R&D in Groton, Connecticut.

Dr Kiron was first introduced to OBJ's novel non-contract drug delivery technology at the Drug Delivery and Licensing Conference in Singapore in June this year. He was in Perth recently to spend time with the OBJ management and development teams.

END:

TRANSFORMING THE PHARMACEUTICAL INDUSTRY

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Transdermal drug delivery technology

Background to the Announcement

The OBJ Dermaportation technology has been shown to manage and control the transdermal delivery of a broad range of drugs and therapeutic agents ranging from small difficult molecules such as Caffeine, through to large macro-globular proteins drugs such as vaccines.

OBJ's technology has been independently proven in both in-vitro and in-vivo studies and can manage a broader range of molecular sizes, structures and valencies than other active or passive drug delivery systems. OBJ has been successful in managing the through-the-skin delivery of drugs used in the inflammation, pain, cancer and cosmetic fields.

OBJ's technology is low cost, and can be incorporated into reusable drug patches, (as illustrated) disposable single use drug patches and in a range of packaging systems for OTC and retail use.

Sustainable Benefits

Low cost and controlled through-the-skin delivery of drugs, hormones, vitamins, vaccines, anti-bodies and anti-aging molecules has long been the desire of the pharmaceutical industry. It would provide economic, safety and efficacy benefits to the pharmacology, medical, veterinary and cosmetic industries. Side effects could be reduced by localised delivery and programmed delivery rates. Needle stick injuries and needle disposable problems could be eliminated while the reduction in the level of skill required for application could significantly reduce total cost of many health programmes. These clear commercial benefits may only be achievable if the skin's natural barrier effect can be overcome.



OBJ is the first company to create a broad spectrum through-the-skin delivery system that is kind to the skin, completely reversible, yet can handle drugs range from the small difficult molecules up to the largest and most complex proteins and anti-bodies. OBJ manages an extensive IP portfolio and prosecutes patent applications throughout the world.

Independence of Results

OBJ contracts its drug and technology testing programs to independent and respected organisations, such as Western Australian Biomedical Research Institute, Western Australian Institute for Medical Research, Curtin University of Technology and Murdoch University. The high level of independence and international accreditation means that the results attributable to OBJ's proprietary technology can be published and presented at major medical and scientific conferences and forums.

For more information:

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