



16 March 2010

INDUSTRY EXPERT TO HEAD INTERNATIONAL PARTNERING

OBJ Limited (ASX: OBJ) is pleased to announce the appointment of Dr. Kevin Hammond in a new executive role as OBJ's International Partnering Manager. Dr Hammond has over 30 years experience with some of the world's leading pharmaceutical, FMCG and cosmetic companies. His principal responsibilities have involved managing the partnering, licensing and new product innovations for companies such as Reckitt Benckiser, Unilever, PZ Cussons, CB Fleet (US) and GSK.

Dr Hammond's wealth of experience in new technology applications and technology acquisition for major industry leading companies provides a unique insight into commercial partnering and licensing opportunities with potential partners. Dr Hammond will work from the UK and will establish OBJ's European base for partnering, evaluation and product development activities.

Dr Hammond holds a PhD in Physical Biochemistry, a B.Sc. in Biochemistry and is a member of the Editorial Board of the International Journal of Cosmetic Science.

The appointment of Dr Hammond in this new executive role will allow OBJ to manage and take advantage of the increasing levels of partnering activities occurring in the USA and Europe.

OBJ's Director Mr Glyn Denison commented:

"The appointment of Dr Hammond will substantially enhance the Company's ability to manage its existing partnering programs and to secure further commercial relationships both in Europe and in the USA. Dr Hammond's intimate knowledge of the industry will be invaluable in contract negotiations, developing in-licensing proposals and in pursuing the advancement of OBJ technologies".

Dr Hammond was, until recently, responsible for Innovation and Technology Acquisition within the Health and Personal Care Category for a major global FMCG company.

Dr Hammond commented that:

"True innovation is becoming increasingly rare with regulatory barriers and increasing costs leading to more standardised products. OBJ's physical rather than chemical approach to product performance enhancement may change the balance in established product categories. Its application in the cosmetic, consumer and healthcare markets may offer similar opportunities to those in the pharmaceutical sector. I see my role with OBJ as an opportunity to be part of a highly committed team focused on delivering sustained growth."

Dr Hammond will initially focus on existing partnering programs where his proximity and access to both US and European markets will enhance OBJ's capacity to manage its growing number of relationships.

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For more information:

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About OBJ:

OBJ Ltd is an early stage drug and cosmetic delivery company focused on the development and commercialization of transdermal and transmembrane patches and applicator technologies. OBJ develops low-cost, high-performance patch and applicator products and undertakes partner funded developments using the Company's platform of magnetic enhanced drug delivery technologies. OBJ's business focus is the development of new products for supply or licensing and providing feasibility assessments, patch formulations, testing and intellectual property development services to partner companies.

About OBJ's Technologies

OBJ's proprietary drug delivery platform utilizes magnetic field and magnetic micro-array processes to enhance the delivery of therapeutic and beneficial compounds through the skin, tooth, hair and other biological barriers. OBJ's technologies have been shown in multi-centred university studies and independent commercial evaluations to enhance transdermal drug delivery of a wide a wide range of commercially significant drugs and peptides used in the pharmaceutical, dermatology, cosmetic and consumer healthcare sectors.