

Thursday, 13 May 2010

FIM[®] TECHNOLOGY PLATFORM EXPANDS MARKET REACH

OBJ Limited (ASX: OBJ) is pleased to announce the development of the Company's third product platform to emerge from its proprietary magnetic enhanced drug delivery technology.

FIM[®] or **Field-in-Motion** is a format of magnetic micro-array film designed to be incorporated into products that are moved during normal consumer rubbing, brushing and wiping actions. The magnetic micro-array captures the energy of this motion, similar to a generator, and redirects that consumer energy to enhance the performance of a wide range of consumer, household and industrial products. The **FIM**[®] technology is the subject of a recent international patent filing and forms the basis of an expanding portfolio of field-of-use patent applications.

"Capturing consumer energy to enhance product performance provides OBJ and its partners with a broader aspect in product development focusing on sustainability and efficient use of resources", said OBJ Director Mr. Glyn Denison.

Utilising the "free" energy of normal consumer action to create more efficient products using fewer chemicals addresses one of the key commercial objectives of OBJ's international partners.

Building the Technology Platform

OBJ developed the Dermaportation platform in 2004, as the first magnetic enhanced drug delivery technology. Dermaportation (DP) remains OBJ's powered system and is used in device-based applications where repeated application and precision control are the principal requirements.

In 2007/2008, OBJ developed the ETP and eM-patch[®] technologies in response to partner needs for a low cost materials based version of DP for their disposable and single use OTC applications.

During 2009, OBJ commenced work on a third technology platform, now known as **FIM**[®]. This has been developed in response to increasing interest by the non-pharmaceutical divisions of OBJ partner companies in the potential of physical enhancement rather than reliance on chemical enhancement.

Applications

The **FIM**[®] platform further broadens the capabilities of OBJ's product and technology offerings and provides access to additional markets in consumer and industrial products. The



transdermal drug delivery technology

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Company believes that *FIM*[®] may find applications across a wide range of products where consumer action or mechanised movement provides an energy source.

Initial targets for the *FIM*[®] technology include:

- Tooth Brushes - for enhanced tooth whitening, demineralisation and desensitisation
- Hair Brushes - for enhanced hair dye penetration, straightening and conditioning
- Skin Applicators and Wipes – for anti-ageing, moisturising and depilatory applications
- Surface cleaners – for increased penetration of disinfectants, anti-microbials and cleaners

The *FIM*[®] platform broadens the field of commercial activity for OBJ and expands the market and commercial appeal to potential partners.

Technology Platforms

PHARMACEUTICAL (THERAPEUTIC DRUG PATCHES AND DRUG DELIVERY DEVICES)

Pharmaceutical developments are traditionally long term, high reward activities, however regulatory barriers and extended development and testing periods limits early cash flow potential, particularly in the pre-clinical phases. OBJ is currently engaged in pharmaceutical drug patch evaluations with major international pharmaceutical companies, as announced to the market on 6 April 2010.

OTC AND CONSUMER HEALTHCARE (PATCHES, MASKS AND APPLICATORS)

The advent of the eM-patch[®] powerless patch technology has allowed OBJ to engage with the world's leading over-the-counter (OTC) and consumer healthcare companies, whose cost and usability requirements exclude the majority of competing technologies. Successful evaluation studies in skin care, oral health and non-prescription drugs have brought this market within reach. As a result of this work, OBJ is now actively engaged with multiple partners in a sector that offers the potential of lower regulatory barriers and rapid paths to market.

CONSUMER AND HOUSEHOLD (APPLICATORS, BRUSHES AND WIPES)

FIM[®], the latest development in OBJ's technology platforms opens the consumer and household products market to OBJ's technologies. *FIM*[®], may be well suited to the cost, shelf life and usability needs of consumer and household markets where the benefits of physical rather than chemical performance enhancement provides consumer and environmental benefits. It is envisaged that lower regulatory barriers, rapid time to market and high volumes makes this an appealing market for the Company to operate.

The majority of OBJ's potential partners, including the announced relationships with GSK, 3M and FMCG companies, have widely diversified product portfolios across multiple product categories and sectors. The potential for OBJ's technology platforms to add value and product innovations across multiple product categories, multiple brands and in a wider range of markets increases the appeal of the Company as a long term technology partner.

"The majority of our current partnering discussions involve the adoption of the OBJ technology on a corporate platform, rather than a product by product basis", commented Glyn Denison.

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The development of the **FIM**[®] technology is the result of a close liaison between the Company's scientific team and potential partners in both Europe and USA. The **FIM**[®] technology addresses a range of potential opportunities in the FMCG and OTC markets and provides OBJ's partners with new opportunities for innovation product enhancements. FIM has demonstrated some unique capabilities in specific fields however the boundaries of the FIM effect are yet to fully be explored.

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About OBJ:

OBJ is a leading specialist in enhanced drug and ingredient delivery technologies. OBJ works with major international pharmaceutical, cosmetic and consumer healthcare companies in the design and development of new products that utilise physical rather than chemical performance enhancement techniques. OBJ has three proprietary active drug delivery and drug targeting platforms that can be applied to a broad range of products across multiple product categories.

OBJ maintains a dedicated research facility in Perth Western Australia and an international business development office in the UK.

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