

GLAXOSMITHKLINE AND OBJ IN COLLABORATION TO DEVELOP NEW ORAL HEALTH PRODUCTS

OBJ Limited (ASX:OBJ) is pleased to announce that GlaxoSmithKline Consumer Healthcare (GSK) and the Company have entered into an exclusive Collaborative Development Agreement with the objective of developing new consumer products in the field of Oral Health utilizing the Company's proprietary technologies.

GlaxoSmithKline Consumer Healthcare has issued the following statement.

"OBJ and GSK have agreed to work exclusively together with the objective of developing new products which make use of OBJ's proprietary Enhanced Transdermal Polymer (ETP) and Field-In-Motion (FIM) technologies in the field of Oral Healthcare.

The objective of the Collaboration is to develop and commercially release Oral Healthcare products utilising OBJ's proprietary technologies, subject to the achievement of certain performance criteria to be agreed between the parties."

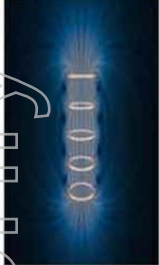
About the Collaboration:

The Collaboration Development Agreement is a GSK-funded program involving separate Evaluation and Product Development Phases. The results of a first-in-man clinical evaluation will be used by GSK to determine the in-mouth performance of GSK oral health technology under the influence of the Company's enhancement technology. The results of the evaluation will then be used by GSK to determine whether to proceed or otherwise with its further involvement in the Product Development Phase. GSK and OBJ have collaborated on enhanced oral healthcare developments on similar bases resulting in statistically and commercially significant levels of enhancement. These results were reported in October 2010 and led to the current Collaborative Development Agreement.

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leaders in magnetic micro-array drug delivery



About the Oral Health Sector

Oral Health is a major commercial sector with global markets both in the consumer and professional areas. The consumer sector of the market is currently valued at approximately US\$29 billion pa.

GSK is a major participant in this sector with over 20 products marketed globally, with Sensodyne, Aquafresh, Biotene and Polident being the most familiar.

About OBJ Technologies:

OBJ's magnetic micro-array drug patch and applicator technologies interact with drug molecules and biological barriers through physical rather than chemical actions. OBJ's technologies are well suited to environments such as the mouth region where normal oral secretions interact with traditional compounds.

OBJ has developed a platform of physical enhancement technologies based on low-cost magnetic micro-arrays that influence the movement and penetration of drugs, active ingredients and formulations at the molecular level.

OBJ can provide its technologies in traditional patch formats as well as brushes, wipes and applicators that redirect consumer energy to achieve improved product performance.

About GSK:

GlaxoSmithKline is the world's second largest pharmaceutical and consumer healthcare company with sales in excess of \$50 billion per annum. GSK is the leading provider of many pharmaceutical, nutritional and consumer healthcare products.

About OBJ:

OBJ is a developer of magnetic micro-array drug delivery and enhancement technologies for the pharmaceutical, healthcare and consumer goods sectors.

OBJ partners major companies in the design and development of next generation products using physical science rather than chemistry to provide new levels of product performance without the high costs of reformulation or new ingredient approvals.

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OBJ partners with and provides design expertise to other companies in the fields of:

- Transdermal Drug Delivery
- Cosmetic and Therapeutic Skincare
- Oral Health, Haircare and Deo-actives
- High Penetration Surface Care and Hygiene
- Fabric and Carpet Care

- End -

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