

PROCTER & GAMBLE ENTERS JOINT DEVELOPMENT AGREEMENT

OBJ Limited (ASX: OBJ) is pleased to announce that it has signed an exclusive multi-product Joint Development Agreement (JDA) with The Procter and Gamble Company (P&G) to investigate the development for new products that utilise OBJ's magnetic enhanced delivery technologies.

P&G is the world's largest consumer products company with a brand portfolio of over 300 household names – from *Gillette* to *Duracell*, *Olay* to *Cover Girl*. P&G provides global market access across 180 countries and serves some 4.4 billion consumers daily. P&G's annual turnover is about \$US83 billion/annum.

The two companies began collaborations over a year ago as part of P&G's Connect+Develop open innovation program. The signing of the JDA comes after extensive evaluations aimed at identifying commercially viable opportunities for OBJ's unique technologies. Under the JDA, P&G and OBJ will jointly evaluate the application of OBJ's micro-array technologies with products in P&G's global brand portfolio.

P&G announced:

"P&G's partnership with OBJ and our joint commitment of collaboration directly aligns with P&G's business strategies, working to develop new solutions and innovations that can touch and improve the lives of our consumers all over the world," said Jeff Weedman, P&G Vice President of Global Business Development.

The signing of the JDA follows the successful completion of a series of proof of principle studies where P&G and OBJ focused on determining the most suitable commercial opportunities for OBJ's unique technology.

OBJ Director Mr Glyn Denison commented on the signing of the JDA:

"The JDA is a significant milestone in the Company's progression from technology development to commercial application. Having the world's largest consumer company as our consumer product development partner is an exciting development and working in high volume consumer applications plays to the strength of OBJ's technologies and expertise.

We warmly welcome the collaboration with Procter & Gamble and congratulate the technical and marketing team for this achievement."

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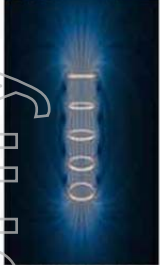
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OBJ Limited

leaders in magnetic micro-array drug delivery



About OBJ:

OBJ develops proprietary magnetic micro-array drug delivery and product enhancement technologies for the pharmaceutical, healthcare and consumer goods sectors.

OBJ partners leading 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 cost of reformulation or new ingredient approvals.

OBJ provides partnering and design expertise in:

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

OBJ offers a portfolio of proprietary technologies and supports partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy and claims testing, engineering and production.

About OBJ's Technologies

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.

Complex 3-D array and moving magnetic fields have the ability to repulse certain molecules to enhanced diffusion and to alter the permeability of certain biological and non-biological targets.

OBJ is a developer of low cost micro-array film technology that utilises diamagnetic repulsion, induced permeation and energy redirection to offer a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical and consumer products.

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