

P&G PROGRESSES TO CLINICAL TRIALS

OBJ Limited (ASX: OBJ) is pleased to announce that The Procter and Gamble Company (P&G) has committed to two separate human clinical trials following successful pre-clinical developments conducted as part of the exclusive multi-product Joint Development Agreement (JDA) with OBJ as announced on 18 May 2012.

The commitment to human clinical trials represents a solid investment by P&G and a key milestone for OBJ in the development of consumer products utilising its magnetic micro-array technologies.



P&G's consumer products R&D centre in Mason, Ohio

"OBJ's technical team was in Cincinnati last month to present the results of the pre-clinical developments conducted over the last seven months under the JDA", stated Glyn Denison, OBJ's non-executive Director.

"The success of the pre-clinical developments has enabled the two companies to finalise the design, format and protocols for two important human clinical trials aimed to start in early 2013. Human clinical trials represent the culmination of the research and development phases under the JDA for these first two molecules. If successful, these two clinical trials will lay the groundwork for discussions into the possible development and manufacture of products incorporating OBJ's technology," stated Mr Denison.

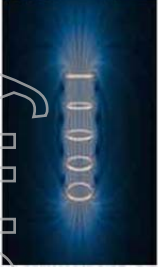
OBJ's technical team has been focused on the development and testing of new magnetic microarrays that produce the best possible performance enhancement for two key proprietary molecules used by P&G across a number of their global product platforms.

"P&G products have already been optimised using the best formulation chemistry so opportunities for significant performance enhancement are limited," stated Jeff Edwards, OBJ's Technical Director. *"The attraction of OBJ's technology is that it offers a new path for performance enhancement based on physical science rather than chemistry and the potential for new levels of performance that compliments their current formulations."*

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leaders in magnetic micro-array drug delivery



The devices to be used by consumers in the clinical trials were designed and developed by OBJ's Perth based scientific team, led by Dr Matt McIldowie. The units were manufactured in Singapore to the necessary standard and quality for the trials.



Lab technician preparing samples for analysis

OBJ's ability to provide the full set of expertise from technology development through to production makes OBJ an ideal production partner for companies such as P&G who now operate globally diverse organisations.

Both clinical trials are scheduled to commence in early 2013 with one trial to be conducted in the USA and the other in South East Asia, reflecting the global coverage of the programs.

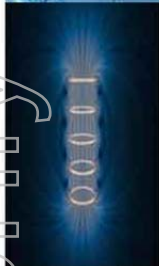
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About OBJ

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

OBJ partners 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
- Fabric and Carpet Care

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 enhance diffusion and to alter the permeability of certain biological and non-biological targets.

OBJ is the first company to develop 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.

Forward-looking Statements

This announcement contains certain "forward-looking statements" concerning OBJ. Where OBJ expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis. Forward-looking statements provided in this announcement are based on assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current market conditions. Such forward-looking statements including statements regarding intentions and planned events are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. There can be no assurance that actual outcomes will not differ materially from these forward-looking statements, and there are risks associated with OBJ and the industry which may affect the accuracy of the forward-looking statements. OBJ does not undertake any obligation to release publicly any revisions to any forward looking statement to reflect events or circumstances after the date of this announcement or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

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