

PLx Pharma Appoints Industry Leader as Chairman of the Board

Houston, TX, August 8, 2011 – PLx Pharma, a pharmaceutical company developing gastrointestinal (GI) safer formulations of proven non-steroidal anti-inflammatory drugs (NSAIDs), announced today the expansion of its Board of Directors with the appointment of a distinguished industry leader, Michael J. Valentino, as Chairman of the Board.

“We are very pleased to have Mike Valentino join PLx’s team of world-class advisors,” stated Ron Zimmerman, president and chief executive officer of PLx Pharma. “Mike’s exceptional industry and commercialization experience with a range of OTC and Rx drug products will be extremely valuable as we advance our lead product, a GI safer aspirin, PL2200 Aspirin 325 mg and other products toward the consumer health and prescription markets. We are grateful to have access to Mike’s proven leadership and experience.”

“I am looking forward to helping PLx Pharma prepare their GI safer aspirin for commercialization as this product progresses to a late stage of development”, stated Mike Valentino. “PLx has a strong team of scientific advisors including two Nobel Laureates, clinical experts recognized as GI and cardiovascular thought leaders and fellow board members and investors that have been successful life science entrepreneurs and executives.”

Mike Valentino has had a successful career in the pharmaceutical industry leading entrepreneurial companies experiencing rapid growth and a broad range of critical leadership positions at major pharmaceutical companies. He joined Adams Respiratory Therapeutics in 2003 and successfully transformed Adams into a fully integrated specialty pharmaceutical company with more than \$490 million in annual revenues and a leading Over-The-Counter brand, Mucinex®. Under Mike’s leadership Adams completed its initial public offering in July 2005, which was ranked by The Wall Street Journal as the number 1 healthcare IP in 2005 and in 2008 Adams was acquired by Reckitt Benckiser for approximately \$2.3 billion. Subsequently, Mike served as President and CEO of Xanodyne Pharmaceuticals, Inc. where he organized a management transition and new product commercialization in the pain management market. Mike has also served as Executive Vice President, Global Head of Consumer Pharmaceuticals for Novartis AG, President and Chief Operating Officer of Novartis Consumer Healthcare, North America, President of Pharmacia and Upjohn’s Consumer Products Divisions, President and Chief Executive Officer at Alpharma and earlier in his career was with Warner Lambert in a variety of senior roles.

About PLx Pharma

PLx is a pharmaceutical company developing gastrointestinal (GI) safer formulations of proven non-steroidal anti-inflammatory drugs (NSAIDs) including aspirin, ibuprofen and indomethacin for over-the-counter and prescription markets. PLx has created novel NSAID formulations using soy enriched phospholipids which have the potential to reduce the serious and common gastrointestinal side-effects caused by NSAIDs.

Contact:

Ron Zimmerman, President
PLx Pharma Inc.
713-842-1249

www.plxpharma.com

