

PRESS RELEASE

***PLx Pharma announces that Haile T. Debas, MD, joins its Scientific Advisory Board***

Houston, TX, July 12, 2006 - PLx Pharma is pleased to announce that Dr. Haile T. Debas has agreed to serve on its Scientific Advisory Board. *"I'm delighted to be able to assist PLx Pharma as their Ibuprofen-PC product has now demonstrated clinical success in at risk osteoarthritis patients with the recent Ibuprofen-PC trial"* says Dr. Debas.

Dr. Debas is executive director of UCSF Global Health Sciences, the Maurice Galante Distinguished Professor of Surgery, dean emeritus of the UCSF School of Medicine, vice chancellor emeritus for medical affairs, and chancellor emeritus at University of California, San Francisco (UCSF).

Dr. Debas received his M.D. in 1963 from McGill University, interned at the Ottawa Civic Hospital, and completed his residency in surgery at the University of British Columbia in Vancouver. Before being recruited to UCSF as chair of surgery in 1987, he held faculty appointments at the University of British Columbia (1970-1980), UCLA (1981-1985), and the University of Washington (1985-1987). He became dean of UCSF's School of Medicine in 1993 and simultaneously served as chancellor from 1997-1998. Under the stewardship of Dr. Debas, the UCSF School of Medicine became a national model for medical education, with a completely revamped medical school curriculum and an innovative *Academy of Medical Educators*.

Dr. Debas has held leadership positions with numerous membership organizations and professional associations. He chaired the Council of Deans of the Association of American Medical Colleges (2002-2003) and served as president of the American Surgical Association (2001-2002). One of the few surgeons to be elected a fellow of the American Academy of Arts and Sciences, he is also a member of the Institute of Medicine and has served as a director of the American Board of Surgery. He currently serves on the United Nations Commission on HIV/AIDS and Governance in Africa and the Committee on Science, Engineering and Public Policy of the National Academy of Sciences.

Dr. Debas joins Nobel Laureate Ferid Murad, Ph.D., M.D., Joe Wernicke, Ph.D., M.D., Sandor Szabo, Ph.D., M.D. and Gilbert Castro, Ph.D. on the PLx Scientific Advisory Board.

*About PLx Pharma Inc.*

*PLx Pharma is a privately owned pharmaceutical company focused on developing GI safer NSAIDs (nonsteroidal anti-inflammatory drugs, such as ibuprofen and aspirin). PLx's lead product is a GI safer oral ibuprofen complex with phosphatidylcholine (Ibuprofen-PC) utilizing its novel proprietary phospholipid technology. In a recent multi-centered blinded clinical trial in osteoarthritic patients, a subset of patients over 55 years old taking a standard of care dose of 2,400 mg per day of prescription branded ibuprofen, Motrin®, compared to an equivalent 2,400 mg per day of ibuprofen in the PLx Ibuprofen-PC product, responded favorably to PLx Ibuprofen-PC. The Ibuprofen-PC product demonstrated via endoscopy using the Lanza Score a statistically significant decrease in gastro-duodenal injury while maintaining equivalent pain and inflammation relief. In this subset of osteoarthritic patients over 55 years old, those taking the unmodified ibuprofen product currently on the market had a 3.7 fold greater risk of developing gastric injury than the patients taking Ibuprofen-PC.*

*Other products in development include an oral GI safer aspirin (Aspirin-PC), both an oral and IV indomethacin and phosphatidylcholine complex and other NSAID-PC combinations.*

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