

PRESS RELEASE

***PLx Pharma announces that Dr. Kim Rainsford joins its Scientific Advisory Board***

Houston, TX, November 1, 2006 - PLx Pharma is pleased to announce that Kim D. Rainsford, PhD, FRCP Edin, FRCPPath, FRSC, FIBiol, FIBMS, Dr(hc) has agreed to serve on its Scientific Advisory Board. *"The concept of the phospholipid - complex of NSAIDs being less gastro-toxic than conventional formulations of the NSAIDs represents a novel approach to reducing the topical injury from NSAIDs while at the same time maintaining their full therapeutic potential"* says Professor Rainsford.

An internationally recognized NSAID expert, Professor Rainsford has been Head of Biomedical Sciences and Director of the Biomedical Research Centre (BMRC) at Sheffield Hallam University in Sheffield, England since 1992 until his retirement at the end of March 2006. He has consulted several pharmaceutical companies and held senior academic posts at universities in Australia, New Zealand, Switzerland, Canada, and Zimbabwe, as well as in the UK, and was a visiting senior scientist at the Lilly Research Centre (UK) in the early 1980's. He has developed a number of research groups devoted to pharmacology of inflammatory diseases and established new medical, biomedical and pharmacy educational programs in several countries. His research interests are principally on the mode of action and adverse reactions of NSAIDs.

Professor Rainsford has published over 160 original research papers and authored and/or edited 25 books and over 60 reviews in the fields of inflammation and pharmacology of anti-rheumatic and anti-inflammatory drugs. Among the recent books he has edited and co-authored are (a) *Nimesulide. Actions and Uses* (Birkhäuser Verlag, Basel, 2005; Second Edition, 2006); (b) *Aspirin and Related Drugs* (CRC Press/Taylor & Francis, New York, 2004); and (c) *Ibuprofen. A Critical Bibliographic Review* (Taylor & Francis, London, 1999), which was the first comprehensive monograph on ibuprofen.

He is editor of the international interdisciplinary journal, *Inflammopharmacology*, which he established 15 years ago, and has served on the editorial boards of *Journal of Pharmacy and Pharmacology*, *Inflammation Research and the International Journal of Immunopathology and Pharmacology*. He is a founding-organizer of the conference series on *Inflammopharmacology with the Side Effects of Anti-inflammatory Drugs* Symposium.

Dr. Rainsford joins Nobel Laureate Ferid Murad, Ph.D., M.D., Brendan Whittle, Ph.D., Haile Debas, 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 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 additional NSAID-PC combinations.*

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