

PRESS RELEASE

PLx Pharma announces that Dr. Brendan Whittle joins its Scientific Advisory Board

Houston, TX, October 30, 2006 - PLx Pharma is pleased to announce that Brendan J.R. Whittle B.Pharm., Ph.D., D.Sc. has agreed to serve on its Scientific Advisory Board. *"I am impressed with the scientific approach Dr. Lichtenberger and PLx Pharma have taken and believe the NSAID-PC products represent clinical options patients now need."* says Dr. Whittle.

Dr. Whittle is an internationally recognized expert in gastrointestinal pharmaceutical research and development and also holds a prestigious academic position, being Professor of Applied Pharmacology with The William Harvey Research Institute, Barts and The London, Queen Mary's School of Medicine and Dentistry, University of London.

Dr. Whittle has been associated with a number of companies in varying roles that began with 20 years at the Wellcome Foundation in ever increasing positions of responsibility that culminated in serving as Director of the Division of Pharmacology. He has more recently more recently consulted with a number of major international pharmaceutical companies regarding their drug development and commercialization programs.

He has over 180 peer-reviewed papers and 130 reviews and book chapters in addition to serving on many editorial boards of leading pharmacology journals. Dr. Whittle has remained at the forefront in the field of NSAID pharmacology since 1970. He has had a long and highly productive collaboration with the Nobel Laureate Sir John Vane and was lead author on a very important Nature paper with John Vane in 1980 that provided the first biological evidence that there was a second COX isoform, to be biochemically identified a decade later as COX-2. Dr. Whittle's papers in prestigious peer-reviewed journals have been highly cited, leading to his ISI Citation Award in 2001 from the American Society for Information Science and Technology, as being ranked in the first 100 world wide, for citations over the 20 year period 1980-2000.

Dr. Whittle joins Nobel Laureate Ferid Murad, Ph.D., M.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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