

PRESS RELEASE

PLx Pharma announces that 2005 Nobel Laureate Professor Barry J. Marshall, FRACP FAA FRS joins its Scientific Advisory Board

Houston, TX, September 11, 2007 - PLx Pharma is pleased to announce that Professor Barry J. Marshall, co-recipient of the 2005 Nobel Prize in Physiology and Medicine for the elucidation of the role of *Helicobacter pylori* in gastric ulcerogenesis, and recipient of many internationally distinguished awards including the Albert Lasker Award, has agreed to serve on its Scientific Advisory Board. "I am intrigued by the promise of a G-I safer NSAID which has been demonstrated by PLx's NSAID-PC technology in at risk osteoarthritis patients and look forward to assisting them as they continue with the development of additional NSAID-PC products such as Naproxen-PC and Aspirin-PC" said Professor Marshall. "PLx's pipeline of NSAID-PC products has the potential to provide GI safer alternatives to products now being taken by millions of patients."

Barry Marshall is Clinical Professor of Microbiology and Medicine at the University of Western Australia. He graduated from the University of Western Australia in 1975 and performed internship and residencies in internal medicine at the Queen Elizabeth II Medical Center (Sir Charles Gairdner Hospital) and Royal Perth Hospital where he met pathologist Dr J. Robin Warren and they made their Nobel Prize winning discovery in 1982. Dr Marshall continued his research into Hp at the University of Virginia in the USA. Pursuing an interest in the commercialization of technology he successfully collaborated with Proctor and Gamble on a bismuth drug and with Tri-Med on the diagnostic tests CLOtest® and Pytest®. He is now devoting time to a new venture, Ondek, that is developing a vaccine based on his innovative technology. He moved back to Perth with his family in 1995 to take up his current position at the University of Western Australia.

"We are very pleased to have Professor Marshall joining Dr. Ferid Murad, also a prominent Nobel Laureate, and our other internationally recognized NSAID and gastroenterology experts on PLx's Scientific Advisory Board," said David Anderson, PLx's Chairman of the Board. "Our advisors recognize the critical need for GI safer pain medications and we are gratified that they are willing to contribute their time, expertise and years of experience in assisting us in commercializing our pipeline of NSAID-PC products."

Professor Marshall joins Ferid Murad, Ph.D., M.D., Professor, University of Texas Medical School and Director of the Institute of Molecular Medicine, Haile Debas, M.D., Executive Director of Global Health Sciences, University of California, San Francisco, Brendan Whittle, Ph.D., internationally recognized expert in gastrointestinal pharmaceutical research and development, Kim Rainsford, Ph.D., recognized expert and author of many books and publications related to NSAIDs, Joe Wernicke, Ph.D., M.D., Sr. Research Physician, Eli Lilly and Company, Sandor Szabo, Ph.D., M.D., Chief of Staff and Chairman of Pathology and Laboratory Medicine, VA Medical Center - Long Beach and Associate Dean and Professor, UC-Irvine, and Gilbert Castro, Ph.D., a recognized expert on gastrointestinal mucosal inflammation and now retired from senior leadership positions within the University of Texas System, on the PLx Scientific Advisory Board.

About PLx Pharma Inc.

PLx Pharma is a privately owned pharmaceutical company developing GI safer NSAIDs (nonsteroidal anti-inflammatory drugs, such as ibuprofen, naproxen and aspirin) utilizing its novel proprietary phospholipid based technology. This technology complexes a natural soy derived Phosphatidylcholine (PC) with a traditional NSAID to mitigate NSAIDs GI toxicity. PLx's lead products are GI safer oral complexes with Phosphatidylcholine of ibuprofen (PL 1100 Ibuprofen-PC), naproxen (PL 3100 Naproxen-PC) and aspirin (PL 2100 Aspirin-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 a group 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. Parenteral formulations, additional NSAID-PC and other drug-PC combinations are also under development.

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