

ACRUX (ASX: ACR) - ASX ANNOUNCEMENT

## ACRUX REPORTS POSITIVE RESULTS OF US PHYSICIAN MARKET RESEARCH ON TESTOSTERONE MD-LOTION®

- **91% of physicians surveyed in the US rated Testosterone MD-Lotion as very good or excellent in being able to improve the patient experience, compared with existing gel treatments**
- **87% of physicians said they would offer Testosterone MD-Lotion to their existing gel patients**

**Melbourne, 31 July 2008:** Acrux (ASX: ACR), today announced the positive results of a market research study on the attitudes of physicians towards Testosterone MD-Lotion, its novel treatment for hypogonadism currently in a Phase 3 trial.

The study was conducted in two phases, involving the main prescribing groups for testosterone therapy. The first phase was qualitative and involved 14 in-depth interviews with doctors in the US and Australia. The second phase, conducted solely in the US with a total of 136 doctors, was a quantitative survey and involved 51 Endocrinologists, 53 Urologists, and 32 Primary Care Physicians.

The objective of the study was to confirm the decision-making process of prescribers when diagnosing and choosing a treatment for patients with hypogonadism, and to gather their perceptions of Testosterone MD-Lotion against existing treatments. The results strongly reinforce the positive findings from Acrux's previous market research with 81 hypogonadal men, which were announced in February 2008.

After being introduced to Testosterone MD-Lotion, 91% of all physicians surveyed rated the product very good or excellent in being able to improve the overall patient experience, compared with existing gel treatments. This positive endorsement of the product complements the results obtained from the previous study conducted in patients, which showed that 77% of those who trialled Testosterone MD-Lotion for 4 days rated it easier to apply than their existing gel.



When asked about their intention to prescribe the product, 87% of all physicians said they would offer Testosterone MD-Lotion to their existing gel patients and 62% would offer it to their new patients. This high intent to use amongst doctors, coupled with the previous study finding that 62% of patients would switch to Testosterone MD-Lotion if their doctor recommended it, provides further evidence of the compelling proposition of Testosterone MD-Lotion.

Commenting on the results, Acrux CEO Richard Treagus said "This positive endorsement of Testosterone MD-Lotion by a cross section of US physicians complements the strong patient preference already shown by our previous research. This provides the clearest indicator yet of the potential for the Acrux product to capture a significant share of the US\$900 million testosterone therapy market".

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### **About the testosterone opportunity**

The male testosterone deficiency market is large and growing, with global ex-factory sales exceeding US\$900million in 2007, with a growth rate of 20%. Estimates of the prevalence of low testosterone vary from 10% to 39% of men over 50 having testosterone levels below the normal range for healthy men. However, the majority of men with low testosterone remain undiagnosed, with only around 5% to 10% of men receiving treatment. With a high incidence rate and low treatment rates, and only two products in the fastest growing segment (gels) of the market, the male testosterone deficiency market will remain an attractive commercial opportunity.

The last few years has seen a rapid uptake in transdermal gel products, due to the advantages over the more traditional and often invasive methods. Despite the success of these gels, significant issues and drawbacks exist with the current treatments. Large volumes of gel are applied by hand to the upper torso, shoulders or arms, and also require rubbing in to achieve the effective levels.



They are considered messy, sticky and may have an unpleasant odour to some patients. One of the biggest drawbacks is the risk of transference to other people through direct skin contact or from residue left on the hands following application.

### **Testosterone MD-Lotion – A Novel Solution**

Acrux's novel delivery of testosterone has been designed to overcome the deficiencies of the existing products. Testosterone MD-Lotion is a quick drying and pleasant smelling solution that is applied to the armpits once daily, using a convenient and ergonomic "no-touch" applicator. The armpit is a unique novel application site for transdermal drug delivery and it offers significant advantages to the patient in terms of convenience and vastly reduces the risk of transference from patient to others.



## About Acrux - [www.acrux.com.au](http://www.acrux.com.au)

- Acrux is an Australian drug delivery company, developing and commercialising a range of patient-preferred, patented pharmaceutical products for global markets, using its innovative technology to administer drugs through the skin.
- Fast-drying, invisible sprays or liquids provide a delivery platform with low or no skin irritation, superior cosmetic acceptability and simple, accurate and flexible dosing. The technology platform is covered by broad and well-differentiated, issued patents.
- Acrux has one product, EvaMist™ (brand name Ellavie™ outside the USA) to treat menopause symptoms, marketed by its licensee in the USA and has the following products in clinical development:
  - Testosterone MD-Lotion® to treat testosterone deficiency in men
  - Testosterone MDTS® to treat decreased libido in women
  - Nestorone® MDTS® contraceptive sprays for women
  - An undisclosed companion animal health product
  - Fentanyl MDTS® to treat chronic pain
  - Nicotine MDTS® for smoking cessation
- Acrux has licensed worldwide rights to its technology for selected contraceptives and for an undisclosed proprietary drug to ORGANON, USA rights for Estradiol MDTS® to KV Pharmaceutical and for Testosterone MDTS® to VIVUS, and AUS/NZ distribution rights for Estradiol MDTS® to Aspen Pharmacare and for Testosterone MDTS® and Fentanyl MDTS® to CSL Limited. Acrux has also licensed its technology to Eli Lilly and Company for veterinary healthcare products.

