



ABN 72 056 482 636

284 Oxford Street,
Leederville 6007,
Western Australia
Telephone +61 8 9443 3011
Facsimile +61 8 9443 9960
www.obj.com.au

About OBJ's Technologies

OBJ has developed a platform of physical enhancement technologies based on low-cost magnetic micro-arrays that influence the movement and penetration of drugs, active ingredients and formulations transdermally.

Complex 3-D array and moving magnetic fields have the ability to repulse certain molecules to enhanced diffusion and to alter the permeability of certain biological and non-biological targets in the skin.

OBJ develops low cost micro-array film technology that utilises diamagnetic repulsion, induced permeation and energy redirection to offer a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical and consumer products.

Pain Patch Development Program

OBJ (ASX:OBJ) is pleased to advise that it is proceeding with a development program aimed at creating a range of next generation patch products directed at common musculoskeletal pain.

The decision by the Board to target musculoskeletal pain follows an extended period of testing of eM-Patch® magnetic micro-array technology to create new levels of product performance.

This product development program is the first initiated by the Company which may lead to commercialisation of specific patch products and is the culmination of extended testing and market research.

The OBJ musculoskeletal pain patch initiative utilises the eM-Patch® magnetic micro-array technology with the aim of delivering therapeutic ingredients at the same time as providing biomechanical support. This combination seeks to address a need for a range of joint pain and anti-degeneration products designed to limit the amount of tissue and joint damage during leisure and health related exercise.

An international consumer concept and market research program initiated by the Company was recently completed which supports the Board's strategy.

In 2010, the Company announced its intentions to develop value-added and market ready products utilising its own proprietary technologies for distribution either directly or through channel partners. Since that announcement the Company has expanded its internal development capabilities and engaged the services of a number of leading international experts in formulation chemistry, sensory science and biomedical engineering.

The development program will define the product functionality, market expectations, physical designs, regulatory pathways and manufacture and distribution options.

The Company's established partnering relationships with international FMCG, pharmaceutical and cosmetic partners will continue unaffected and will remain a core aspect of the Company's commercial plans.

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