

4 February 2009

PROVEXIS PLC

("Provexis" or the "Company")

Sirco launch

Provexis plc, the life-science business that discovers, develops and licenses scientifically-proven functional food, medical food and dietary supplement technologies, is pleased to announce the imminent launch by a license partner of the Sirco[®] pure juice brand, containing the Company's Fruitflow[®] anti-thrombotic technology.

The transfer by the Company of the Sirco[®] brand to Multiple Marketing Limited in November 2007 included a non-exclusive license for the use of the Fruitflow[®] anti-thrombotic product.

The new Sirco[®] pure juice brand is due to be listed in most larger Waitrose stores from March 2009 and will be supported by a programme of promotional activity. Provexis understands that Multiple Marketing are progressing discussions with other major UK retailers, wholesalers and foodservice customers.

Multiple Marketing Limited is part of the R. M. Curtis group of companies that owns the Eat Natural cereal bar and Sunmagic fruit juice brands.

Stephen Moon, Chief Executive of Provexis plc said:

"We are confident that the functional heart health claims supporting our Fruitflow[®] technology will appeal to consumers. We are pleased to be working with Multiple Marketing, a proven and successful brand owner, to exploit the opportunity."

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