



## ASX RELEASE

### UK TV news story on Peplin's PEP005 anti-leukemia drug

**BRISBANE, Australia, 12 July 2005: Peplin Limited** (ASX:PEP) announced a short television news story on the anti-leukemia properties of its lead compound PEP005 can now be viewed on its website ([www.peplin.com](http://www.peplin.com)). This video item was produced and screened in the United Kingdom on Tuesday 21 June 2005 by Channel 4 News.

The news clip features an interview with Professor Janet Lord of the University of Birmingham Medical School.

"PEP005 is very exciting, because we actually know how it works and that's always a good thing with a new therapy because you can actually test that it's working in patients," Professor Lord said.

"The second thing is that this new drug doesn't seem to affect normal cells, which is the problem with most therapies at the moment. Patients can't tolerate other treatments because they kill the leukemic cells and the healthy cells," she said.

The UK news story follows Peplin's announcement (26 April 2005) that the results of research into the anti-leukemia properties of PEP005 were published in *Blood* — the journal of the American Society of Hematology. Another story on PEP005 was subsequently published in *New Scientist* magazine (7 May 2005).

The University of Birmingham is under contract to Peplin to undertake research on PEP005 as a possible therapeutic treatment for leukemia. Peplin retains global proprietary rights for the use of PEP005 in the treatment of cancer.

According to Channel 4's own statistics, the 3 min. 33 sec. story reached approximately 11.5% of the British viewing audience on the night it was screened. *Source: Channel4.com.*

To access the news clip, go to the Investor Information drop down menu on the Peplin website ([www.peplin.com](http://www.peplin.com)) and click on "UK TV story on leukemia".

**ENDS**

## **ABOUT PEPLIN**

Peplin is focused on the development and commercialisation of prescription human therapeutic products for the treatment of cancer. Its lead compound is PEP005, the first in a new class of investigational agents. Peplin's lead product is PEP005 Topical, which is being studied in phase IIa clinical trials for the treatment of actinic keratosis (a pre-cancerous lesion) and non-melanoma skin cancer. PEP005 Topical works by a powerful mode of action, directly killing most cancer cells and then recruiting and activating the local immune system to clean-up these dead cancer cells and kill any remaining cancer cells. PEP005 Topical is potentially a rapidly acting and cosmetically attractive non-surgical treatment for actinic keratosis and non-melanoma skin cancer. Peplin's product development activities are supported by the Australian Federal Government under its Pharmaceuticals Partnerships Program.

Peplin's earlier stage pipeline is targeted at leukemia (a blood borne cancer) using its lead compound PEP005 in an intravenous formulation (PEP005 IV) and bladder cancer using an intra-cavitary or intravesical formulation (PEP005 IC). PEP005 has demonstrated selective and potent anti-leukemia activity in pre-clinical disease models. PEP005 induces apoptosis in leukemia cells via the activation of PKC delta. Peplin holds global proprietary rights for PEP005 Topical and other oncology applications of PEP005. Its research portfolio of EPUFA compounds opens additional potential opportunities particularly in cancer and pain.

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