



ASX & MEDIA RELEASE

Peplin completes US\$24m fundraising

EMERYVILLE, California and BRISBANE, Queensland, 24 October 2008: Peplin, Inc. (ASX:PLI) announced today that it has completed its previously announced private placement of common stock and warrants to raise approximately US\$24.0 million (Placement) after receiving shareholder approval at the AGM on 6 October.

With the additional financing, Peplin has sufficient cash reserves to fund completion of the ongoing Phase III testing of Peplin's lead product, PEP005 (ingenol mebutate) Gel for actinic (solar) keratosis on both head and non-head treatment sites.

The Placement consists of approximately 4.0 million shares of unregistered common stock, equivalent to approximately 80 million CHESSE Depositary Interests (CDIs), and warrants to purchase up to approximately 1.3 million shares of common stock. The securities were sold as a unit (Unit), with each Unit consisting of three shares of common stock and a free four-year warrant to purchase one share of common stock. Each Unit was sold for US\$18.14, equivalent to A\$0.35 per CDI which represents less than a two percent discount to the five day volume weighted price of Peplin CDIs trading on ASX prior to the announcement of the transaction (A\$0.356). The warrants will be exercisable into one share of common stock upon the payment of US\$7.86, a 30% premium to the purchase price of the common stock.

GBS Venture Partners (GBS), an Australian-based venture capital group focused on life science opportunities, led the Placement. The additional investors under the Placement comprise certain of the Company's existing shareholders, including MPM Capital, New Enterprise Associates, Inc. (NEA), Asia Union Investments and Orbis Funds Management.

Following the closing of the Placement and previously announced acquisition of Neosil, Peplin has approximately 15.1 million shares of common stock outstanding, equivalent to 302.8 million CDIs.

Further information:

Tom Wiggans
Chief Executive Officer
Tel: +1-510-653-9700
tom.wiggans@peplin.com

David Smith
Chief Financial Officer
Tel: +61-7-3250-1200
david.smith@peplin.com

Media:

Sue Cook
Hill & Knowlton
Tel: +61-2-9286-1224
scook@hillandknowlton.com.au

Camilla Myers
Hill & Knowlton
Tel: +61-2-9286-1248
cmyers@hillandknowlton.com.au

PEPLIN, INC.

6475 Christie Avenue, Emeryville, CA 94608, USA
Tel: +1-510-653 9700 Fax: +1-510-653 9704

Level 2, Brisbane Portal, 1 Breakfast Creek Road, Newstead, QLD, 4006, Australia
Tel: +61-7-3250 1200 Fax: +61-7-3250 1299

ABOUT PEPLIN

Peplin is a development-stage, specialty pharmaceutical company focused on advancing and commercialising innovative medical dermatology products. Peplin has offices in Brisbane, Queensland and Emeryville, California and a manufacturing facility in Southport, Queensland.

Peplin is currently developing PEP005 (ingenol mebutate), which is the first in a new class of compounds and which is derived from the sap of *Euphorbia peplus*, or *E. peplus*, a rapidly growing, readily available plant commonly referred to as petty spurge or radium weed. *E. peplus* has a long history of traditional use for a variety of conditions, including the topical self-treatment of various skin disorders, including skin cancer and pre-cancerous skin lesions. Peplin's lead product candidate is a patient-applied topical gel containing ingenol mebutate, a compound the use of which Peplin has patented for the treatment of actinic keratosis, or AK. This product candidate is now in Phase III clinical trials and is referred to as PEP005 (ingenol mebutate) Gel.

ABOUT ACTINIC KERATOSES

Actinic (solar) keratoses (AK) is generally considered the most common pre-cancerous skin condition. AK usually appears as small, rough, scaly areas on the face, lips, ears, back of hands, forearms, scalp or neck. If left untreated, AK lesions may progress to a form of skin cancer called squamous cell carcinoma, or SCC. The Lewin Group, Inc., estimates that the total direct costs for AK in the United States was \$1.2 billion in 2004, and in 2002 there were approximately 8.2 million office visits for the treatment of AK. The Lewin Group also estimated that there were 58 million people in the United States living with AK in 2004. According to a May 2006 issue of *The Journal of Family Practice*, in northern hemisphere populations, 11% to 25% of adults have at least one AK lesion, compared with 40% to 60% of adults in Australia, which has the highest prevalence of AK worldwide.

FORWARD LOOKING STATEMENTS

This press release contains "forward-looking statements" as defined under U.S. federal securities laws, including, but not limited to, Peplin's clinical development plan referred to herein. These forward-looking statements can be identified through the use of words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "may," "will," and variations of these words or similar expressions. Forward looking statements are based on management's current, preliminary expectations and actual results could differ materially as a result of various risks and uncertainties, including, but not limited to, delays in the completion of clinical trials resulting from, among other things, ambiguous or negative interim results, failure to close the acquisition of Neosil, Inc., unforeseen safety issues, failure to conduct the clinical trials in accordance with regulatory requirements or clinical protocols, suspension or termination of a clinical trial by the FDA or other regulatory authorities, failure to obtain the stockholder approval necessary to approve the pending private placement, lack of adequate funding to continue a clinical trial and other important factors disclosed from time to time in Peplin's disclosures to the ASX. Forward-looking statements speak only as of the date they were made. No undue reliance should be placed on any forward-looking statements. Such information is subject to change, and we undertake no obligation to update such statements.