



## ASX AND MEDIA RELEASE

### Peplin's Successful Phase II AK Trial Results Published in JAAD

**EMERYVILLE, California and BRISBANE, Australia, 27 May 2009 Peplin, Inc.** (ASX:PLI) announced the publication of their Phase IIb clinical trial results for PEP005 (ingenol mebutate) Gel for actinic (solar) keratosis (AK) in the June 2009 edition of the prestigious Journal of American Academy of Dermatology (JAAD). AKs are common precancerous skin lesions, caused by sun exposure, a portion of which develop into skin cancer.

JAAD is the official publication of the American Academy of Dermatology and is dedicated to the clinical and continuing education needs of the dermatologic community. It is internationally recognized as a leading journal in the field containing original, peer-reviewed articles covering all relevant scientific topics relating to the prevention, diagnosis, and treatment of disorders of the skin.

The study, known as PEP005-006, was a dose finding clinical study designed to evaluate the safety, efficacy and tolerability of three different dosage regimens of PEP005 Gel for AK when used as a field-directed therapy for the treatment of AK on the trunk, extremities and scalp. PEP005-006 included 220 patients from US-based sites who applied the topical gel once a day for two or three days. The results, originally released in July 2007, demonstrated statistically significant lesion clearance and a favourable safety profile at all doses. These data led to the study design of the recently completed REGION-I Phase III clinical trial on non-head locations including the trunk and extremities.

The article is entitled "Randomized, double-blind, double-dummy, vehicle-controlled study of ingenol mebutate gel 0.025% and 0.05% for actinic keratosis". The lead author was investigator and scientific advisor, Lawrence Anderson, MD, FACP, Managing Partner, Dermatology Associates of Tyler. The full manuscript is available online via the JAAD website, under current issue (<http://www.eblue.org/article/PIIS0190962209000334/abstract>) and will appear in print in the upcoming edition of JAAD.

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## **ABOUT PEPLIN**

Peplin is a development stage specialty pharmaceutical company focused on advancing and commercialising innovative medical dermatology products. 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 (solar) keratosis, or AK. This product candidate referred to as PEP005 (ingenol mebutate) Gel is currently in Phase III clinical trials, having just completed their first Phase III, known as REGION-I.

## **ABOUT AK**

Actinic keratoses (AK), also known as solar keratosis or sun spots, 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 and timing of clinical trials 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 clinical trials resulting from, among other things, ambiguous or negative interim results, 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, 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 and in its Form 10 Registration Statement and most recent quarterly report on Form 10-Q filed with the US Securities and Exchange Commission. 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.