

**PROCERTUS BIOPHARM, INC. ANNOUNCES THE INITIATION OF A
CLINICAL TRIAL FOR THE PREVENTION OF RADIODERMATITIS AND A
\$2.1 MILLION FINANCING ROUND**

MADISON, Wis., June 30, 2009 — ProCertus BioPharm, Inc., an oncology-based pharmaceutical company developing therapeutics to protect cancer patients from the side effects of radiotherapy and chemotherapy, announced that its collaborators at the University of Wisconsin - Madison have begun enrolling patients in a clinical trial designed to determine if ProCertus' product, DermX, can prevent radiodermatitis caused by radiation therapy. The trial is being conducted at the University of Wisconsin-Paul P. Carbone Comprehensive Cancer Center (UWCCC) under the direction of Drs. James Cleary and Deepak Khuntia.

ProCertus also announced today that it has closed on an additional \$2.1 million financing. Current investors Novartis Venture Fund (NVF) and Venture Investors LLC (VI) led the financing, along with participation from other existing investors. The proceeds from the financing will be used to fund a number of clinical trials for ProCertus.

“We are very pleased that NVF and VI are providing the additional funding required to conduct these first clinical studies with cancer patients; their participation in this round of funding is an important vote of confidence in the ability of our technology to make the lives of cancer patients easier,” said William Fahl, PhD, Chief Scientific Officer, Chairman and Founder of ProCertus. “We are also pleased that Drs. Cleary and Khuntia, and their clinical colleagues at the UWCCC, are performing these studies. They have worked closely with us to identify radiotherapy patient populations in which the efficacy of our drug candidates can easily be identified.” Fahl is a Professor of Oncology at the McArdle Laboratory for Cancer Research, which is part of the UWCCC.

“ProCertus has a novel approach to addressing serious unmet medical needs among cancer patients,” added Paul Weiss, PhD, acting CEO of ProCertus and Managing Director at VI. “It is our hope that ProCertus technologies will help clinicians manage the side effects of radiation and chemotherapy, improve patient quality of life, and in some cases prevent patients from choosing not to have treatment due to the severity of the side effects associated with that therapy. We developed an efficient development path for these products, so it is our aim that this additional funding will bring these products closer to commercialization.”

About ProCertus BioPharm

ProCertus, based in Madison, Wisconsin, is an oncology-based pharmaceutical company whose primary mission is to protect cancer patients against the side effects of chemotherapy and radiotherapy. ProCertus has established proof of concept in animal models for its product candidates, DermX, ProDermaCel™, and OralX, proprietary pharmaceuticals designed to reduce or eliminate the side effects associated with cancer therapy. ProDermaCel™ will protect cancer patients from chemotherapy- and radiotherapy-induced alopecia (hair loss), DermX will prevent radiotherapy-induced dermatitis (skin burn), and OralX will protect against chemotherapy- and radiotherapy-

induced oral mucositis. For additional information about the company, visit www.procertus.com.

About Novartis Venture Fund

The Novartis Venture Fund, established in 1996 currently manages over \$650 million in committed capital. NVF invests in companies which have the potential to change a core therapeutic field or explore new business areas that will be critical to patient care. NVF's primary interest is in the development of novel therapeutics and platforms as well as medical devices, diagnostics, and delivery systems. The Fund invests for financial objectives at all stages, but prefers to invest in the early-stages of company development. With eight investment professionals located in Basel, Switzerland and Cambridge, MA, the team has extensive experience in pharmaceutical R&D and venture capital. For additional information about the firm, visit www.venturefund.novartis.com.

About Venture Investors

Venture Investors is a venture capital firm with more than \$200 million under management. The firm invests in seed and early-stage life science and technology companies in the Midwest, with a primary focus on opportunities that spin out of the region's leading research universities. Formed in 1982, Venture Investors has offices strategically located next to the country's third and fourth largest research institutions in Ann Arbor, Michigan and Madison, Wisconsin. For additional information on the firm, visit www.ventureinvestors.com.

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