

# Strategic Biosciences bonds with SINOL: MucoAd® license issued

## Sinol-M. Sales spreads prove highly contagious.

Sinol-M, a nasal spray using a revolutionary molecular binding bio-technology called MucoAd®, is seeing an enormous increase in consumer and market demand.

The product contains capsaicin and is used to treat sinus infections, allergies and headaches. However that's where the similarities end.

**"The key point of difference and the reason why Sinol-M™ is far more effective is its licensed use of MucoAd®."** states Neil White, President of Fortune Apex Development and Director of Strategic BioSciences, the American licensing corporation, **"MucoAd® is essentially a means of delivery: it first reversibly binds with the medication and then adheres to the surfaces of the mucus membranes providing a more prolonged effect, a gentler mode of action and greater effectual results than any other nasal delivery system on the market."**

Announcing the license agreement Dr. Christos Efessiou, Strategic BioSciences' Chief Executive Officer, comments "We are excited at the possibilities Sinol-M™ will offer to allergy and headache sufferers. Millions of people worldwide who suffer from nasal allergies now have a treatment option without any of the worrisome side effects associated with other therapies."

Sinol-M™ has undergone a clinically controlled study that demonstrates the product as an effective treatment for allergic rhinitis. Its all-natural ingredients also mean the product may be sold without prescription. It's also FDA approved and E.U. registered; all significant factor in ensuring expansive deployment to retailers as well as promoting mass-market awareness, acceptance and receptiveness to the brand.

Its efficacy as a potentially lucrative sales anchor is also starting to sink in. Press media, peer reviews and a cascade of ground-level enquiries are now generating a wealth of interest by distributors and retail giants the world over including; Walmart, Rite-Aid, Safeway and Rexall.

Considerable lines of enquiry, and orders, are already being taken within the States, the European Union, India, selected countries in East Asia, Oceania, the Eastern Bloc and the Middle East.



**"Toe-holds are rapidly turning into footprints as news, favourable reviews and requests for the product spreads."** explains Sinol's CEO Paul Carpenter, **"The second half of 2009 will see a consolidation of distributorships and clinician networks and a subsequent increase in on-the-shelf presence."**

Plans are already underway to increase Sinol-M™'s product range by Spring 2010 with the introduction of 'Fast Cold Relief', 'Fast Headache Relief', 'Kid's Fast Allergy and Sinus Relief' and 'Kid's Fast Cold Relief' derivatives.

Paul Carpenter: "Our strategy is to deliver a single message to all audience sectors: that Sinol-M™ is a name synonymous with a safe, all-natural and extremely effective remedy to a wide range of everyday ailments."

A limited, but highly targeted, product range will provide the company with a means to measure and better react to market demand, expand the awareness of the Sinol name and gain entry to other lucrative niche markets.

### For more information, please visit the following links:

<http://www.allergy-relief-sinol.com>

[www.fortuneapex.com](http://www.fortuneapex.com)

[www.RxBioSci.com](http://www.RxBioSci.com)

[www.reuters.com/article/healthNews/  
idustre51g5gq20090217](http://www.reuters.com/article/healthNews/idustre51g5gq20090217)

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# MucoAd® : Teaching Old Medicines New Tricks

**MucoAd® also have extremely exciting plans, fuelled by its success with Sinol, to diversify its own applications.**

The potential for MucoAd® to be used in the effective delivery of other drugs, for other medical conditions, is a compelling prospect and one for which all major pharmaceutical companies are starting to take notice.

Explains Neil White, President of Fortune Apex, "MucoAd® finally offers a very real alternative to oral or injection-administered medication. It's proven ability to deliver faster, longer-lasting and more effective results and/or in smaller or less frequent dosages than traditional means is an idea that is quickly catching on."

A new developmental partnership has already been initiated with one of the world's leading consumer brands to produce a throat spray equivalent to their oral lozenge range. Details will be released in due course.

"We're naturally, extremely excited at the prospects of seeing the MucoAd® product working alongside such a world renowned consumer brand" adds Mr. White, "Similar such initiatives with other non-competing partners are also being considered at this point."

Given the fact that the contents of such products already have Food and Drug Administration ("FDA") approval, initiatives such as these should also see a relatively short developmental and market entry period.

Over the medium to long term Fortune Apex, the developer of MucoAd®, and Strategic Biosciences (SBS), a licensing Joint Venture company with Strategic Pharmaceutical Advisors, expects to engage a number of consumer and pharmaceutical names intent on establishing part- or wholly-funded research and development partnerships. Numerous discussions are on-going and well advanced.

**"MucoAd® provides them with the means to revitalise, expand upon or, indeed, re-launch their old product offerings, as well as introduce the new, in a relatively cost-effective and abbreviated time-span."** explains Mr. White.

Though he acknowledges that pharmaceutical-based programs in particular may require extensive testing and approval prior to finally hitting the market, this may, at least in part, be obviated by the fact that MucoAd® already possesses FDA accreditation, as would the drug utilising the MucoAd® patent technology.

This alone is a factor that is fuelling considerable interest by potential suitors.

MucoAd® has recently secured its trademark for the USA and it's anticipated that the US patent for MucoAd® will be granted by June, 2009.

Neil White states "MucoAd®, by association with world brands such as Sinol, represents a truly global, highly diversified, unique and lucrative prospect for its investors and alliances. The issuance of the patent binds market demand to our product, and of course provides us with the protection necessary in attracting future relationships."

The rapidly evolving success for Sinol-M™ and the longer-term prospects of MucoAd® are intrinsically linked. Both parties recognise this and will leverage their respective markets through an ongoing program of streamlined and coordinated cross-pollination of brand, name and sales campaigns.

**Monopoly Design** will undertake the branding, media and marketing activities for MucoAd®'s Business to Business ("B2B") platforms. The first phases of which are scheduled for completion by July 2009.

#### About Strategic Biosciences (SBS)

A joint venture initiative with licensing company Strategic Biosciences (SBS), and the joint venture of Fortune Apex Development (FAD) and Strategic Pharmaceutical Advisors (SrA) are currently being augmented.

SBS, in its new capacity as a fully-fledged pharmaceutical company, will focus its attentions on all technology developments, licensing and research. FAD will transfer into SBS all the relevant IPs. Announcements will be issued in due course.

Over the next 6 months a number of industry-recognised executive appointments will be announced. Mourad Mankarios, ex-CEO and Chairman of Singapore Electronics (Asia) will be appointed Chairman of SBS. A Group COO, currently in the employ of a large US pharmaceutical corporation has also been identified and will take up position in 2009.

The overall strategy for Delaware based SBS is to ensure all requirements are in place to facilitate an IPO/RTO when market conditions are favourable.

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