



ASX RELEASE

New corporate identity for Peplin

BRISBANE, Australia, 25 August 2004: Peplin Biotech Ltd (ASX:PEP) has announced that the company will adopt a new corporate identity. The new identity comprises two elements: the adoption of a new brand statement "*Pharmaceuticals for Life*" and the proposed change of company name from *Peplin Biotech Ltd* to *Peplin Ltd*.

Peplin Managing Director and CEO Michael Aldridge said the new identity reflected Peplin's major focus on building and advancing its product pipeline.

"Due to a rigorous strategic focus on our corporate goal, Peplin's pipeline is today three times larger and far more advanced than it was this time last year. In simple terms, Peplin is developing pharmaceutical products to improve the lives of people with cancer. This is what drives us and the new branding statement captures that." Mr Aldridge said

Peplin Chairman Dr Cherrell Hirst said the change would more closely align the company name with its mission.

"Peplin is an integrated drug development company with an expanded vision and strategy in the field of cancer, not a more narrowly focused 'biotech' company. We therefore propose to change the name of the company from *Peplin Biotech Ltd* to *Peplin Ltd*," Dr Hirst said.

"The brand we wish to build aligns our company name with our company's mission: enabling people with cancer to live happier, healthier and longer lives."

A discussion of Peplin's new vision and strategy is set out in its 2004 annual report. Details of the proposed name change and other matters for the 2004 AGM are contained in Peplin's notice of meeting. These documents were distributed to shareholders today and electronic copies can be viewed at www.peplin.com.

ABOUT PEPLIN

Peplin is focused on the discovery, development and commercialisation of prescription human therapeutic products for the treatment of cancer and other diseases which have limited therapeutic options. Peplin's strategy is to leverage its pipeline of novel proprietary products through collaborative development and commercialisation arrangements with international pharmaceutical companies. Peplin's lead product is a potential topical therapy for actinic keratosis and non-melanoma skin cancer. It is the subject of a joint development agreement with Allergan, Inc. of Irvine, California for commercialisation in North and South America. Peplin retains rest of world rights for PEP005 Topical and all rights world wide to other oncology applications of PEP005.

Peplin's earlier stage pipeline is targeted at bladder cancer using PEP005 in an intracavity or intravesical formulation (PEP005 IC) and leukaemia using an intravenous formulation (PEP005 IV). Its new portfolio of EPUFA compounds opens additional potential opportunities in cancer and adds candidates for cardiovascular disease, pain, inflammation and diabetic complications.

Further information on Peplin:

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