



Media Release

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Melbourne Australia

Next generation Clinuvel.com

4 dimensions of knowledge on photoprotection and skin

Clinuvel Pharmaceuticals Limited (ASX: CUV, XETRA-DAX: UR9; ADR: CLVLY) has launched its next generation website at clinuvel.com featuring a world first focus on [photoprotection](#).

Photoprotection (n) - the provision of protection from light and ultraviolet radiation.

Based in a country with the highest UV indices in the world, and the highest rate of skin cancer globally, it is logical that the focus of an Australian biopharmaceutical company has evolved to leadership in the field of photoprotection.

Through clinuvel.com, all stakeholders and those with an interest in the field of photoprotection are now able to interact amongst each other online, and access specialists and experts in associated fields of medicine, skin cancer and physics. Clinuvel's objective is to offer intelligence online and exposure to professional experts on Skin, Melanin, UV and Light.

"With novel navigation and variable levels of content, anyone can quickly identify the related topic they want, and the depth of information to delve into, from a brief overview through to 'peer reviewed' research. It is exciting that users can engage in online discussions and Q&As with experts, features of the site rarely found elsewhere. We are providing a first model of information in 4 dimensions."

said Lachlan Hay, Head of Global Networks at Clinuvel.

"Skin and UV related disorders can range from the benign through chronic and debilitating to acute. We believe that enabling patients, consumers, physicians and industry experts to interact with one another will enhance the understanding and importance of photoprotection and the diagnosis and management of light related skin disorders. – it's like having your very own medical advisor or fellow peer whom you can talk to anytime, anywhere."

said Clinuvel's Colin Mackie, Head of Media and Communications

"The website and our other initiatives are part of our company's steady clinical progress and move towards commercialisation. It has become clear to us that we have a growing audience, and we want to provide them with the information online users are asking for."

"We want to position Clinuvel as a global expert in photoprotection", Mackie said.

About Clinuvel Pharmaceuticals Limited

Clinuvel Pharmaceuticals Limited (ASX:CUV, XETRA:UR9, ADR:CLVLY) is an Australian biopharmaceutical company developing its photoprotective drug afamelanotide (CUV1647) as a preventative treatment for a range of UV-related skin disorders as well as cancer related treatments.

The five indications are:

Indication	Description	Clinical Trial Status
Polymorphic Light Eruption (PLE / PMLE)	Severe sun poisoning	Phase III trials started May 2007
Erythropoietic Protoporphyrria (EPP)	Absolute sun intolerance	Phase III trials started June 2007
Actinic Keratosis (AK) and Squamous Cell Carcinoma (SCC) in Organ Transplant Patients (OTP)	Precursor to skin cancer / non-melanoma skin cancer	Phase II trials started October 2007
Solar Urticaria (SU)	Acute anaphylactic reaction to sun	Phase II trials started June 2008
Phototoxicity associated with Photodynamic Therapy (PDT)	Photo-sensitivity associated with cancer treatment	Phase II trials planned to begin 2 nd half 2008

Phase I and II human clinical trials using CUV1647 have demonstrated that the drug is well tolerated and no significant safety concerns have been identified to date.

Following successful conclusion of the development program, Clinuvel will work closely with global regulators to facilitate marketing approval of CUV1647.

For more information contact:

Colin Mackie

Head of Corporate Development

Clinuvel Pharmaceuticals Limited

Tel: +61 3 9660 4900

investorrelations@clinuvel.com

Clinuvel is an Australian biopharmaceutical company focussed on developing its photo-protective drug, afamelanotide (CUV1647), for a range of UV-related skin disorders resulting from exposure of the skin to harmful UV radiation. Pharmaceutical research and development involves long lead times and significant risks. Therefore, while all reasonable efforts have been made by Clinuvel to ensure that there is a reasonable basis for all statements made in this document that relate to prospective events or developments (forward-looking statements), investors should note the following:

- actual results may and often will differ materially from these forward-looking statements;
- no assurances can be given by Clinuvel that any stated objectives, outcomes or timeframes in respect of its development programme for afamelanotide can or will be achieved;
- no assurances can be given by Clinuvel that, even if its development programme for afamelanotide is successful, it will obtain regulatory approval for its pharmaceutical products or that such products, if approved for use, will be successful in the market place

Level 11 / 330 Collins Street
Melbourne, Victoria 3000
Australia

T +61 3 9660 4900
F +61 3 9660 4999

clinuvel.com