EctoPharma & Xeroshield Sign Collaboration Deal

Launch of New Research Study against Rose Aphids

Selkirk & Roslin BioCentre, 18 June 2010**.** EctoPharma Ltd, the emerging pharmaceutical development company, and Xeroshield, scientific researchers into environmentally sustainable pest control methods, today announce that they have entered into a collaborative agreement to carry out research into the potential efficacy of EctoPharma's existing human head lice product, KindaPed™, against a common horticultural pest, the rose aphid or greenfly *Macrosiphum rosae*.

The rose aphid is one of the most commonly found pests in domestic gardens in the UK. Although most associated with roses, the many different species of aphid also produce harmful effects on a range of other plants and flowers. It is hoped that the results of the study will demonstrate the feasibility of marketing the KindaPed™ compound as a safe, organic alternative to existing conventional garden insecticides. If the findings are positive, there may be significant potential for larger, industrial scale applications in the international commercial flower-growing industry in such countries as the Netherlands, Bulgaria, Colombia, Ecuador and Kenya.

Commenting, **Alan Walker, CEO of EctoPharma**, said: "Research has demonstrated that KindaPed™ is one of the most effective topical treatments against head lice in humans, killing not only the lice but the eggs, too. We hope this new study will show that KindaPed™ can be just as effective against a range of common agricultural pests affecting not just crops and plants but, possibly, livestock as well. Worldwide, we believe there is huge demand and commercial potential for such a product. We are delighted to be working with the highly experienced team at Xeroshield on this important project."

Dr Bruce Alexander, Managing Director of Xeroshield, said: "There are several existing methods of controlling aphids but most are either labour-intensive or have only short-term success rates before re-infestation occurs. Additionally, common insecticides, such as pyrethroids and organophosphates, are neurotoxic and their use can pose health risks to humans, pets and wildlife. KindaPed™ does not have these drawbacks and may represent an effective, new organic route in keeping with modern environmental concerns. Due to global warming, there is a growing range of pest species posing problems for agriculture and horticulture the world over."

The preliminary evaluation of the compound is scheduled to be completed in late September.

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NOTES TO EDITORS

EctoPharma

Based in the Scottish Borders, EctoPharma is a privately held, virtual pharmaceutical search and development company focused on commercialising patented technologies in the areas of human and veterinary medicine. The company takes forward research and development into under-developed intellectual property ideas with the aim of producing new, effective medicines and therapies for which there is significant demand from patients and healthcare professionals around the world.
www.ectopharma.co.uk

Xeroshield

Based at the Roslin BioCentre near Edinburgh, Xeroshield specialises in the research and development of innovative solutions to global pest control using environmentally sensitive and sustainable methods. MD, Dr Bruce Alexander, is an entomologist with 30 years' experience of studying insect behaviour and anatomy in Europe, South America and the US. Dr Cristina Ayala is a bacteriologist with many years experience working in South America and Europe. Xeroshield's is also involved in developing control methods for mosquitoes and other vectors of human disease such as malaria and dengue fever in the Tropics, as well as for ticks which transmit Lyme disease, a serious tick-borne illness that is becoming prevalent in the UK.
www.xeroshield.co.uk

KindaPed™

EctoPharma acquired the rights to its KindaPed™ non-insecticidal diol technology in the late 1990s. Since then, focussing on head lice in humans, the company has successfully brought the product through all stages of research & development and has out-licensed it to an international pharmaceutical marketing company. KindaPed™ uses diol technology to disrupt the waxy covering on an insect's epicuticle and causes death by dehydration. Independent tests have shown diol technology to be more effective and less potentially damaging to health than the existing leading products containing pyrethroids such as permethrin or organophosphates such as malathion.

Market Size

The UK market for insecticides is in the region of £25 million per annum (source: Animal Pharma Report 2005). The overall market for pesticides is £360 million.

Study Methodology

Roses with aphids will be treated with varying concentrations of KindaPed™. The disappearance of aphid colonies and subsequent re-infestations will be monitored, along with signs of plant pathology attributable to aphid attack or effects of spraying with the compound.

As well as gathering information on the insecticidal properties of KindaPed™ *in situ* on the plants, the study will also identify potential issues associated with its likely use in real life situations such as rapid run-off, deactivation by exposure to sunlight and evaporation.

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