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Salugen AG (SQZ.F) announces availability of clinically-proven Preveras™ to help reduce excess cravings

Preveras is a next generation all-natural anti-craving nutrient complex, with clinical data to support its role in helping reduce cravings associated with the Top 3 Leading Causes of Preventable Death in the United States

ZURICH, SWITZERLAND and SAN DIEGO, CA USA – May 7, 2009 – Salugen® (SYMBOL: SQZ.F), a publicly-traded international life sciences company, announces today the availability of Preveras™, a next generation all-natural anti-craving nutrient complex to support its role in helping reduce cravings related to the Top 3 Leading Causes of Preventable Death in the United States.*

Over 20% of the world's population has a chemical imbalance which limits their natural ability to feel reward and pleasure due to their genes. 1 When someone has these gene variations, they have unnatural stress resulting in excess cravings and addictive behaviors to feel normal. 2 These excess cravings could be for something as simple as sugar and carbohydrates, or alcohol and drugs. These cravings are involved in the Top 3 Leading Causes of Preventable Death in the United States which account for over 33% of all preventable deaths. 3

Preveras™ is the Spanish word for 'preside' or 'control'. Preveras is a patent-protected, clinically-proven, and all-natural ingredient complex from Salugen (www.salugen.com). It can be ingested in multiple forms as a pill, powder, sublingual dissolving tablet, chewable, as an ingredient in water or fruit juice, intravenously, in an intra-muscular injection, and in intra-rectal paste. It is a 3rd generation nutrient complex believed to be an all-natural dopamine neuronal-release promoter improving upon earlier iterations of the research such as SAAVE, tropamine, PhenCal, and synaptamine.* It contains certain targeted amino-acids, a Vitamin B complex, and certain herbs formulated and clinically studied to optimize brain reward chemistry.* In its basic over the counter form, it is a dietary supplement. As part of a specific regimen at prescription strength, it is a medical food only available by physician prescription. The companion genetic



test analyzes genes to better understand the chemical imbalance. The test begins with a sample collected via cheek swab, which is then analyzed for predispositions to neurochemical imbalances associated with addictive tendencies. Then, this information can be used to identify patients, support insurance pre-authorization, and customize further treatments.*

The following are some publications supporting the patent-protected Preveras technology from Salugen:*

- In a double-blind placebo controlled study of the 1st generation Preveras product, it demonstrated statistically significant reductions in cravings, withdrawal symptoms, and drug usage. 4
- In a study of one gene in the Preveras test, researchers found a 74% positive predictive value, meaning that persons with this gene variation were 74% likely of having a reward deficiency disorder, such as alcohol abuse and dependence, drug abuse, and sugar cravings. 2
- In a 90-day placebo-controlled trial of 27 subjects in a medically-supervised clinic taking Opti-Fast, subjects taking an earlier version of Preveras lost 2.7 times the weight (26.96 lbs v. 10 lbs.) and had a much lower relapse rate (18.2% v. 81.8%). 5
- In a 2-year prospective placebo-controlled study of 247 outpatients in a medically-supervised weight loss clinic taking Opti-Fast, the intervention group showed a 2X decrease in percent overweight; a 70% decrease in food cravings; a 66% decrease in binge eating; and had a much lower relapse rate or regaining their weight lost (14.7% versus 41.7%). 6

The Company has invested heavily in additional research over the last three years and will announce the results of further clinical studies in the coming weeks.

Preveras is available in various forms and applications. It is available as a clinically-supported functional food ingredient or dietary supplement ingredient complex. Also, it is available in prescription strength as part of the HAVEOS clinically-supervised craving reduction program.*

For more information, contact Salugen or visit. <http://www.salugen.com>.



About Salugen AG

Salugen™ is a life sciences company offering nutritional ingredients and gene testing to help reduce excessive cravings involved in smoking, weight problems, and alcohol and drug abuse. Salugen has a patent-protected, clinically proven nutritional formulation to reduce stress and cravings, as well as patent-protected gene tests to help identify these persons and customize their treatment. Simply, Salugen's goal is to reduce or eliminate the illness, costs, and deaths associated with these preventable disorders. For additional information about the company, please visit <http://www.salugen.com>.

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* These statements have not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease

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Forward Looking Statements

Certain statements in this press release are forward-looking. These forward-looking statements include references to the use of our laboratory tests and nutritional products. These forward-looking statements are subject to risks and uncertainties and other factors, which may cause actual results to differ materially from the anticipated results or other expectations expressed in such forward-looking statements. These risks and uncertainties include, but are not limited to: the risk that physicians may not use the testing or products correctly; risks and uncertainties relating to the performance of our products; the growth in revenues; the size, timing and success or failure of any clinical trials; whether larger confirmatory clinical studies will confirm the results of initial studies; our ability to establish reliable, high-volume operations at commercially reasonable costs; expected reliance on physicians selling our products for a majority of our revenues; the annual renewal of certain customer agreements; actual market acceptance of our products and adoption of our technological approach and products; our estimate of the size of our markets; our estimates of the levels of demand for our products; the impact of competition; whether payers will authorize reimbursement for our products and services and the amount of such reimbursement that may be allowed; whether the FDA or any other agency will decide to further regulate our products or services; whether actions by the



FDA, FTC or any other state regulatory body will restrict our ability to commercialize our products; whether we will encounter problems or delays in automating our processes; the ultimate validity and enforceability of our patent applications and patents; the possible infringement of the intellectual property of others; whether licenses to third party technology will be available; whether we are able to build brand loyalty and expand revenues; and whether we will be able to raise sufficient capital in the future, if required. We do not undertake, and specifically disclaim any obligation, to revise any forward-looking statements to reflect the occurrence of anticipated or unanticipated events or circumstances after the date of such statements.