

**30 July 2012**

**Revolymer plc**

("Revolymer")

### **Launch of nicotine gum in Canada**

Revolymer, the British polymer company developing products for a number of high value fast moving consumer goods (FMCG) markets which has recently listed on AIM ("REVO"), is pleased to announce that it has closed distribution deals with Associated Retail Pharmacies ("ARP") and Family Health Care Pharmacies ("FHCP"), both subsidiaries of the McKesson Group, and launched its nicotine gum in Canada.

ARP is western Canada's largest pharmacy association and FHCP is a Canadian independent pharmacy with locations in Ontario and the western province. These two pharmacy chains will be offering Revolymers nicotine gum (Rev7 Generation 2) for sale under the 'Preferred' brand. The products are being distributed by SDS Pharma on Revolymers behalf with Canada being the first country ever to benefit from this unique gum.

The nicotine chewing gum market is worth over US\$1.2bn worldwide (Source: Datamonitor). Revolymers has applied its proprietary polymer technology which not only controls the release of nicotine but also helps to mask its bitter taste through molecular encapsulation. The product has been scaled up by a manufacturing partner with 2.5 million pieces of gum made in both 2 and 4 mg doses with flavours of spearmint, peppermint and fresh fruit.

Third party evaluations have confirmed that the Revolymers product is superior in taste and texture to current generic nicotine gums, and, as it lacks the bitter taste of many commercial nicotine gums, it should further help smokers in their quest to quit smoking. Moreover, an additional benefit to ex smokers is that the product will whiten teeth as it is chewed.

Commenting on the announcement, Roger Pettman, Chairman and Chief Executive of Revolymers plc, stated:

"In July we successfully listed Revolymers on the AIM market and raised £25million to support our strategy of launching new polymer-based products. We expect this strategy to generate significant and growing high quality revenue streams as we license our unique technologies to manufacturers and marketers within the global high value FMCG, allowing us to leverage our relatively low and static cost base. Today's deal with two important Canadian subsidiaries of the McKesson Group endorses this strategy, gives us an opportunity to exploit the \$40m Canadian nicotine gum market, and is an important step in realising significant value from our unique polymer technology platforms.

"Achieving regulatory approval and then distribution across Canada so quickly is another key milestone for Revolymers and I am also delighted to be working closely with Greg and the team at SDS Pharma."

Greg Kelly, President of SDS Pharma added, “We at SDS Pharma Partners are very excited to be working with Revolymer on the introduction of new nicotine replacement gums to Canada.

Consumer and customer responses have demanded improved taste and a more pleasant mouth-feel versus the currently marketed products. Revolymer meets and exceeds those demands and the resulting user experience is superb.”

**-Ends-**

### **About Revolymer®**

Revolym<sup>®</sup> is a rapidly growing technology development company which has developed a unique portfolio of products and formulations for the FMCG industry. Using commercially available and inexpensive polymers, Revolymer<sup>®</sup> applies its innovative proprietary approach to formulate novel polymers to revolutionise consumer products. Current applications for the Company’s technology are in the Confectionery Chewing Gum, Medicated Chewing Gum, Household Products, Personal Care and Coatings & Adhesives sectors of the FMCG industry.

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