

FOR IMMEDIATE RELEASE

**XYMOGEN® ANNOUNCES THE APPOINTMENT OF DAVID PERLMUTTER, M.D.  
AS NEW CHAIRMAN OF MEDICAL BOARD OF ADVISORS**

The announcement was made following *XYMOGEN Xperience*, the nutraceutical company's premier conference, *which catapulted June sales to \$3M milestone.*

Orlando, FL – July, 2010 – XYMOGEN, a leader in the research and development of proprietary nutraceuticals, and practitioner education, posted record sales of \$3,078,309 for June, 2010. The 38% increase over June, 2009 comes in response to XYMOGEN's acquisition of Dr. David Perlmutter's line of iNutritionals™ supplements and his appointment as chairman of the Medical Board of Advisors (BOA). The appointment was made following XYMOGEN Xperience VII held in Chicago on June 26-27 subsequent to XYMOGEN's semi-annual BOA meeting (June 24-25).

“The response amongst BOA members to Dr. Perlmutter's appointment to lead our research and development efforts was perhaps the most inspiring moment in XYMOGEN's eight-year history,” said Brian Blackburn, founder and CEO. “David Perlmutter is a winner of the Institute for Functional Medicine's most prestigious distinction, the Linus Pauling Award, and has been published in peer-reviewed journals such as JAMA, Archives of Neurology, and Journal of Neurosurgery.”

The momentum generated by the BOA meeting fueled XYMOGEN's most successful conference in company history with practitioners from 26 states and South Africa in attendance. Dr. Perlmutter delivered the keynote address on Saturday morning, demonstrating XYMOGEN's leadership in innovation by introducing the first formula designed specifically to activate the Nrf2 pathway, Nrf2 Activator™. The presentation also served as a preview for Dr. Perlmutter's Fall 2010 seminar series, *Vanguard Neurology*. The series will be co-presented by David Haase, M.D., a leading expert in neurotransmitter assessment and treatment, and will kick off a seven-city tour of the U.S. on October 2nd in Seattle.

XYMOGEN's unprecedented growth trajectory in the practitioner channel may be fueled in part by its commitment to remain independent of big pharmaceutical and network marketing companies. In October, 2009 Blackburn rejected acquisition proposals from DNP & New York investment bankers.

“The intrusion of investment bankers, big pharma and network marketing (Amway) is eroding the commitment among companies to the Functional and Integrated Medicine communities,” said Blackburn. “We all saw what happened when Phytopharmica® and Tyler® were sold to investment bankers. We will not compromise our commitment to the very practitioners who have contributed to our success. Our BOA meeting, acquisition of iNutritionals, appointment of David Perlmutter as chairman of our medical BOA, and XYMOGEN Xperience VII could not have come at a better time. These timely moves position XYMOGEN in a leadership role among independent practitioner-channel companies.”

Contact  
Kim Johnson, Investor Relations  
XYMOGEN  
(407) 445-0203, extension 318  
Kim.Johnson@xymogen.com

###