

**FOR IMMEDIATE RELEASE:**

**AGILE THERAPEUTICS APPOINTS SENIOR EXECUTIVE  
JEFFREY FRICK AS CHIEF BUSINESS OFFICER**

***Agile Gears Up for Phase 3 Clinical Trials***

**Princeton, NJ – July 8, 2008** – Agile Therapeutics, Inc., today announced the appointment of Jeffrey Frick as Chief Business Officer. In his role, Mr. Frick will be responsible for leading the commercialization of Agile's low-dose contraceptive patch in late-stage clinical development and working with Agile's leadership team to prioritize and expand the company's women's health product pipeline.

Thomas Rossi, Ph.D., Agile's President and Chief Executive Officer, commented, "Jeff has extensive pharmaceutical experience spanning marketing, managed care, business development and sales. His successful launch and marketing experience in women's health, especially contraception, makes him an ideal fit for Agile. We are delighted to be able to add Jeff to the team and utilize his experience during this important transition phase for Agile as we take our low-dose contraceptive patch into Phase 3 clinical trials."

Mr. Frick brings a great track record of success and expertise to Agile Therapeutics including:

- Over 20 years combined pharmaceutical industry and healthcare agency experience, including: healthcare consultancy, US and global brand management, strategic planning and business development, professional and consumer marketing, managed care, medical education, PR and communications, reimbursement, contracting and sales.
- Led the Women's Health Marketing Group at Berlex (now Bayer Healthcare), including the launches of market leading contraceptives Yasmin, YAZ and Mirena.
- Global marketing experience in diagnostic imaging and women's health with Schering AG in Berlin, Germany
- Therapeutic experience:
  - Women's health (fertility control, menstrual disorders, osteoporosis), cardiovascular disease (hypertension, myocardial ischemia, peripheral vascular, venous thromboembolism), oncology, andrology (male testosterone therapy), endocrinology (diabetes, PCOS and hirsutism), central nervous system (mood disorders), anesthesia, dermatology and medical device (orthopedics).

**About Agile Therapeutics, Inc.**

Agile Therapeutics is a privately held, specialty pharmaceutical company focused on the development of innovative women's healthcare products. The women's healthcare market has been largely underserved by the pharmaceutical industry and offers unique opportunities to a company with proven expertise in clinical development, transdermal drug delivery and commercialization experience.

Agile's lead product is a low-dose contraceptive patch, recently completed Phase 2b clinical trials and is expected to fill a significant contraceptive need in the market. According to market research conducted with approximately 1000 women of reproductive age, a significant portion of women are not satisfied with their current contraceptive options. The vast majority of these women found the Agile patch appealing and over fifty percent would talk with their doctors about using it. Agile's low-dose contraceptive patch offers women a convenient, once-weekly form of birth control that many women prefer over having to remember to take the pill daily.

Agile's current venture investors include ProQuest, The Hillman Company, TL Ventures and PA Early Stage Partners. The company has raised a total of \$30 million in venture funding to date. For more information please visit [www.agiletherapeutics.com](http://www.agiletherapeutics.com).

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[Editors Note: Photo available upon request]

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