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CureDM Awarded 2009 Diabetes Product Innovation of the Year by Frost and Sullivan

Wynnewood, PA, September 9th, 2009 - CureDM, Inc., a biopharmaceutical company dedicated to developing novel therapeutic approaches to Diabetes Mellitus, announced today that CureDM has been chosen as the recipient of Frost and Sullivan's Technology Innovation Award for 2009 for its development of Pancreate[™], a human peptide therapeutic. The 2009 North American Diabetes Mellitus Therapeutics Excellence in Healthcare Product Innovation of the Year Award is bestowed upon a company that has carried out research, which has resulted in innovations that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This award also recognizes the quality and depth of a company's R&D program, as well as the vision and risk-taking to undertake such an endeavor.

"We are extremely proud to have been selected for such a prestigious award by this independent process directed by Frost and Sullivan's analyst team. Being recognized as the product innovation of the year in the challenging field of diabetes is a testament to the unwavering commitment of the CureDM team to impact the underlying pathology of diabetes," said H. Joseph Reiser Ph.D., President and Chief Executive Officer of CureDM.

CureDM's lead product candidate, Pancreate[™] addresses the increasing unmet need in the treatment of diabetes which is projected to grow to 300 million patients worldwide by 2030 at alarming treatment costs. While extensive resources and efforts are being applied to identify new treatment approaches, the therapeutic portfolio for diabetes is currently challenged by the lack of technologies that target the underlying disease process. In this regard, evolving diagnostic data for both, type 1 and type 2 diabetes reveals that an important causative aspect of the disease is the substantial reduction e.g. 50-80% in pancreatic structures called islets, which contain all of the hormone secreting cell types required for normal glucose metabolism, only one of which is the beta cell type that secretes insulin. Replacement of insulin alone does not reverse the pathological state.

CureDM's technology, Pancreate[™] targets this causative aspect of the disease by its inherent mechanism of action to repopulate the pancreas with new islet structures by a process known as islet neogenesis. Based on animal and isolated human tissue studies, reestablishment of new islet structures can occur in as little as 2-3 weeks of treatment with Pancreate[™] resulting in concomitant reduction or elimination of insulin requirements. The company was awarded a Composition of Matter patent in 2008 by the USPTO for the structure and use of Pancreate[™] in diabetes and related disorders.



“By working to reverse the disorder, CureDM’s Pancreate™ is a fine example of innovation and forward thinking in the way we go about treating diabetes today,” said Frost & Sullivan’s K.N. Prema.

Pancreate™ is currently in late stage preclinical development and is expected to enter clinical trials in early 2010 for both, type 1 and type 2 diabetic patients.

About CureDM

CureDM is a biopharmaceutical company focusing on Diseases of Metabolism. CureDM has developed a proprietary platform technology using genomics and proteomics to identify bioactive components of gene products that are fundamental to address unmet medical needs. CureDM’s initial focus is in the therapeutic areas of diabetes and obesity. Pancreate™ also known as Human proIslet Peptide (HIP) is a 14-amino acid, stabilized human peptide that stimulates the signal pathways that induce new islet formation in the pancreas, without the use of stem cells. Pancreate™ creates new insulin-producing beta cells by generating new islets that contain alpha, beta, gamma and delta cells, all of which are necessary to regulate glucose metabolism. Pancreate™ is the first product derived from this process, and other pipeline compounds are under development. CureDM, Inc. is located in the Lankenau Institute for Medical Research (LIMR) at the Lankenau Hospital campus in Wynnewood, PA. LIMR has supported and collaborated with CureDM on several studies involving its technology. For additional information please visit: www.limr.org and www.curedm.com.

About Frost & Sullivan

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