



GLOBAL FMCG COMPANY TO SECURE ACCESS RIGHTS FOR BEAUTY CARE

OBJ Limited (ASX:OBJ) is pleased to announce that a global FMCG company has commenced negotiations with the Company for a Joint Development Agreement (**JDA**) for the development and commercialisation of new products in the consumer health and beauty fields utilising OBJ's three core technologies.

This follows the successful completion of a year-long technical evaluation announced in September 2010.

Background to the Announcement

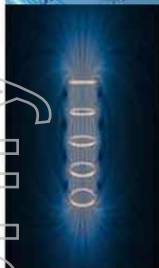
In September 2010, the Company entered into a Strategic Alliance with a global FMCG company to explore applications for the Company's technologies across a wide range of consumer product platforms. The technical evaluation undertaken under this agreement required OBJ to develop magnetic micro-arrays that demonstrated enhanced delivery of a number of key ingredient molecules used in the FMCG product portfolios. The results of this work were recently presented to the FMCG company by Mr Edwards, the Company's Technical Director, and Dr Kevin Hammond, the Company's International Partnering Manager. The results met the FMCG company's success criteria and the parties have now moved into negotiations for the establishment of a JDA in the Beauty Care field.

About Beauty Care

Beauty Care is a multi-billion dollar consumer and professional products category that includes skin care, colour cosmetics, fragrances, deodorants and antiperspirants, personal healthcare, hair care, shaving and grooming products. The ability of OBJ's technologies to enhance performance through physical rather than chemical science provides the potential for improved product benefits using less chemicals and at lower costs.

OBJ Limited

leaders in magnetic micro-array drug delivery



About OBJ:

OBJ is the leading developer of magnetic micro-array drug delivery and product enhancement technologies.

OBJ partners leading companies in the design and development of next generation products using physical science rather than chemistry to provide new levels of product performance without the cost of reformulation or new ingredient approvals.

OBJ provides partnering and design expertise in:

- Transdermal Drug Delivery
- Cosmetic and Therapeutic Skincare
- Oral Health, Haircare and Deo-actives
- High Penetration Surface Care and Hygiene

OBJ offers a portfolio of proprietary technologies and supports partners by providing IP protected market exclusivity, expertise in magnetic array design, feasibility and efficacy and claims testing, engineering and production.

About OBJ's Technologies

OBJ has developed a platform of physical enhancement technologies based on low-cost magnetic micro-arrays that influence the movement and penetration of drugs, active ingredients and formulations at the molecular level.

Complex 3-D array and moving magnetic fields have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of certain biological and non-biological targets.

OBJ is the first company to develop low-cost micro-array film technology that utilises diamagnetic repulsion, induced permeation and energy redirection to offer a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical and consumer products.

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