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# OXIS International Launches ErgoFlex for Joint Pain Relief

## New Dietary Supplement is First in a Series of Planned ERGO-based Products

BEVERLY HILLS, Calif., Dec. 7, 2010 /PRNewswire/ -- OXIS International, Inc. (OTC Bulletin Board: OXIS; Euronext Paris: OXI) announces the market launch of **ErgoFlex™**, a unique new dietary supplement for the relief of joint pain. It is the first in a series of commercial products planned by OXIS. **ErgoFlex** is the only joint health complex containing the powerful antioxidant Ergothioneine (ERGO), and is specifically formulated to help the body fight the pain of joint inflammation and maintain optimal joint health.

More than 60 million Americans suffer from joint pain and are increasingly turning to natural cures to improve the health of their joints. Each easy-to-swallow **ErgoFlex** capsule is loaded with natural nutraceutical ingredients that have been traditionally used to maintain joint health and treat joint pain. Included in the patent-pending formula are turmeric, cat's claw, acai and white willow bark, as well as modern breakthroughs such as Ergothioneine, hyaluronic acid, type II collagen and glucosamine. One capsule twice a day with meals provides support for the body's continuing battle against inflammation, and also supports the body's natural processes to repair damaged tissue and maintain joint lubrication.

**ErgoFlex** initially is being marketed through a highly targeted direct mail campaign, a channel with proven success for generating sales of dietary supplements. OXIS plans to add other direct-to-consumer channels such as Internet sales, radio and television infomercials and multi-level marketing as **ErgoFlex** and future products under the OXIS ERGO brand are established and demand grows. **ErgoFlex** is available in 60-capsule containers at a retail price of \$39.95. Additional information, including ordering information, is available at [www.helpyourjointsnow.com](http://www.helpyourjointsnow.com).

"We are delighted and proud to launch **ErgoFlex**, our first ERGO-based product and an important entrant in the multi-billion dollar U.S. market for non-prescription joint health products," said Bernie Landes, President of OXIS International. "This innovative, new product harnesses the power of a proprietary breakthrough antioxidant and is ideally suited for the tens of millions of Americans who suffer with joint pain. While most joint pain products only address the symptoms, **ErgoFlex** targets and relieves oxidative stress, which oftentimes is the underlying cause of joint ailments. It also provides a suite of extensively researched natural ingredients that help maintain the structural integrity of joints and relieve pain."

OXIS is supporting the **ErgoFlex** marketing program with a pilot clinical study evaluating the

benefits of the unique **ErgoFlex** formula for joint pain, inflammation and range of motion.

The study is nearing completion, and involves subjects with mild-to-moderate joint pain who were not previously receiving any medication or treatment for this ailment. Study participants are taking two capsules of **ErgoFlex** each day for six weeks, and will be followed for a further six weeks after they stop taking **ErgoFlex**.

The Company also has undertaken a series of safety and toxicology studies on ERGO to further support the substantial body of existing data. These studies support the preparation of a Generally Recognized as Safe (GRAS) Self Affirmation dossier, which will be reviewed by an expert panel organized and coordinated by AIBMR Life Sciences, a leading natural products scientific consultancy.

Mr. Landes added, "Over the coming months we plan to introduce a number of ERGO-based products that address key health goals of not only an aging population of baby boomers, but also a younger audience seeking to maintain their youthful good health. These proprietary formulas are directed at optimizing mitochondrial function and overall energy, supporting brain health and maintaining normal vision. As the sole-source provider of commercial Ergothioneine, OXIS is well-positioned to be a leading participant in the nutraceutical and cosmeceutical industry. Our strategy includes developing proprietary foods, beverages, lotions and creams, as well as engaging joint venture partners and licensees for additional products and markets."

#### About Ergothioneine

Ergothioneine is a highly potent, naturally occurring, water-soluble, multifaceted antioxidant produced by microbes in the soil, and most commonly found in various species of mushrooms and grapes, as well as certain meats and dairy products. However, it is not commercially practical to extract ERGO from these natural sources and it is essentially impossible to ingest a diet that provides sufficient amounts of ERGO to take full advantage of its potential health benefits. Humans and most animals typically have low levels of ERGO since the amount of ERGO in the diet is relatively small. OXIS has developed a process to synthesize commercial quantities of ERGO in a highly soluble form suitable for use in combination with other therapeutics and botanicals, and in a wide variety of food, beverages, lotions and creams.

Some of the potential benefits of ERGO, which are documented in more than 100 published research studies and peer-reviewed papers, include its ability to:

- Conserve and maintain the levels of other antioxidants, e.g., Vitamin E, Vitamin C and glutathione
- Increase respiration and the oxidation of fat
- Protect mitochondria from damage
- Reduce the damaging effects of environmental ultraviolet radiation
- Neutralize increased oxidative stress by providing a reactive oxygen species (ROS) and reactive nitrogen species (RNS) scavenging capacity, a property that protects key molecules in the body
- Protect against the effects of neurotoxins that are believed to have a role in the development and progression of cognitive decline

#### About OXIS International, Inc.

OXIS International, Inc. develops technologies and products to research, diagnose, treat and prevent diseases of oxidative stress/inflammation associated with damage from free radical and ROS. The company holds the rights to several therapeutic classes of compounds in the area of oxidative stress, and has focused commercialization programs that include SOD (superoxide dismutase), MPO (myeloperoxidase), GPx (glutathione peroxidase) and the highly potent antioxidant Ergothioneine, which may be sold over-the-counter (OTC) as a dietary supplement. Ergothioneine can also be sold to the cosmetics markets as well as the functional food and beverage markets. For more information, please visit [www.oxis.com](http://www.oxis.com).

### Forward-Looking Statements

Any statements in this press release that are not historical facts are forward-looking statements made under the provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve risks and uncertainties that could cause actual results to be materially different from historical results or from any future results expressed or implied by such forward-looking statements. You are urged to consider statements that include the words "project," "believe," "anticipate," "plan," "expect," "estimate," "intend," "should," "would," "could," "will," "may," "potential" or the negative of those words or other similar expressions words to be uncertain and forward-looking. Factors that may cause actual results to differ materially from any future results expressed or implied by any forward-looking statements include the risks and uncertainties inherent in our business, including, without limitation the risks of obtaining possibly required regulatory approvals, the timing of product introductions, the level of market acceptance of and continuing demand for the Company's products, the impact of competitive products and pricing and the Company's ability to obtain additional financing to support its operations. We refer you to the risks and factors detailed from time to time in the Company's Annual Reports on Form 10-K and its Quarterly Reports on Form 10-Q. Any forward-looking statements in this press release represent the Company's views only as of the date of this release and should not be relied upon as representing its views as of any subsequent date. The Company anticipates that subsequent events and developments may cause its views to change, and the Company specifically disclaims any obligation to update this information, as a result of future events or otherwise, except as required by applicable law.

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