



Afexa Life Sciences Inc.

NEWS RELEASE

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COLDSORE-FX[®] LAUNCHED TO TREAT 7 MILLION CANADIANS WHO SUFFER TROUBLING INFECTION WITH SOCIAL STIGMA

TORONTO, ON Afexa Life Sciences Inc. (“Afexa” or the “Company”) (TSX:FXA) today officially launched COLDSORE-FX[®], a new, unique cold sore treatment to help the one in five Canadians who suffer from cold sores – an infectious disease which often causes them embarrassment and even social isolation.

About a third of Canadians who get cold sores regularly buy over-the-counter remedies, spending nearly \$20 million a year on the products, according to the Nielsen Group, and experiencing mixed results. According to a nationwide survey on the subject of cold sores conducted by ICOM, a division of Epsilon Targeting, 65% of Canadian cold sore sufferers who had recently used a remedy were not completely satisfied with the results. The most common explanations for dissatisfaction with the products that were then available were that the products didn’t seem to reduce the healing time, or didn’t seem to work at all.

Afexa says its new product, which has been licensed by Health Canada with a Natural Product Number (NPN), is backed by clinical trials showing it significantly reduces the healing time. Cold sores usually last 10 days, and the trials demonstrated that COLDSORE-FX cuts the duration by an average of 4 days versus placebo.

Toronto dermatologist Dr. Sandy Skotnicki-Grant says “I’ve reviewed the clinical trials that have been conducted on this product and believe COLDSORE-FX offers great therapeutic benefit for people who suffer from cold sores because it works at every stage of the outbreak, not just at the first tingle, and it helps cold sores heal four days faster. The fact that it’s natural, unlike the other options available, is a real advantage for consumers as well.”

Afexa’s co-founder and Chief Scientific Officer, Dr. Jacqueline Shan, says “The active agent in COLDSORE-FX, Propolis ACF[†], is a unique and proprietary extract derived from a natural source, as is the case with COLD-FX[®]. This new addition to Afexa’s range of polymolecular botanical medicines provides strong therapeutic benefit to sufferers.”

While more than 26 million Canadians carry the cold sore virus, most are unaware they do so because it lies dormant and they never experience an outbreak. But for the seven million Canadians who experience recurrent outbreaks, cold sores are a dreaded medical condition.

Dr. Linda Papadopoulos, a leading British psychologist and groundbreaker on the psychological impact of skin disorders, says, “While cold sores can be quite painful, research shows that the stigma that is widely associated with the condition disrupts the lives of sufferers far more than the physical discomfort of the outbreak. Many people make profound changes in their lives in an effort to cope.”

The ICOM survey also found:

- 61% of sufferers stop kissing and dating, socializing, or even going to work or school when they have a cold sore.
- 89% of sufferers say they feel less attractive during an outbreak.
- 90% of those admit their self-esteem takes a blow as a result.
- 28% of non-sufferers wouldn't kiss someone who gets cold sores, even if they didn't have one at that moment.
- 14% of men who don't get cold sores even question the sexual history of people who do.

Dr. Papadopoulos says, “The idea that cold sores are an indicator of promiscuity is widespread and false. Cold sores are highly contagious, but the fact that more than 30 per cent of Canadian children already carry the virus by the age of 10 refutes the myth that cold sores are a sexually transmitted disease, and should help dispel the stigma associated with the condition. Until that myth is dispelled, though, having a remedy that works conveniently, quickly and effectively is a great way for cold sore sufferers to gain control over the condition and regain their confidence.”

“Every year Canadians suffer an estimated 13-20 million outbreaks, yet research shows that only one in three buy a cold sore product with any regularity,” says Afexa president and CEO Jack Moffatt. “We hope many people will come to regard this as a welcome treatment that is clinically proven to work.”

-30-

About Afexa Life Sciences Inc. (TSX:FXA)

Afexa Life Sciences Inc., founded in 1992, strives to deliver the most trusted health brand on the planet through pioneering evidence-based natural medicines that empower people to achieve their health potential. The Company's patented ChemBioPrint[®] discovery and standardization technology enables the development of effective and safe medicines from complex natural sources, while ensuring reliable health benefits and batch-to-batch consistency. COLD-FX[®], a ChemBioPrint product, is the Company's flagship product and Canada's leading over-the-counter (OTC) cold and flu remedy. It is officially indicated in Canada to help reduce the frequency, severity and duration of cold and flu symptoms by boosting the immune system. COLD-FX has a product license (NPN) and is supported by scientific evidence, including randomized, double-blind, placebo-controlled clinical trials. In addition to launching COLDSORE-FX in Canada, the Company also has a range of polymolecular drugs at various clinical and pre-clinical development stages. This product pipeline includes COLD-FX pediatric, AFX-2 for Chronic Lymphocytic Leukemia, Dilexaponan for cholesterol management, HT-1001 for Oxidative Stress and a product for blood glucose management.

Advisory Regarding Forward-Looking Statements

This news release contains certain forward-looking information and statements within the meaning of applicable securities laws. The use of any of the words “expect”, “anticipate”, “continue”, “estimate”, “objective”, “ongoing”, “may”, “will”, “would”, “project”, “could”, “should”, “contemplate”, “potential”, “depend”, “forecast”, “believe”, “plans”, “targets”, “intends” and similar expressions are intended to identify such forward-looking statements. These forward-looking statements reflect the Company’s beliefs and are based on information currently available to us. These statements require Afexa to make assumptions that it believes are reasonable and are subject to inherent risks and uncertainties. Actual results and developments may differ materially from the results and developments discussed in the forward-looking statements as certain of these risks and uncertainties are beyond Afexa’s control. The forward-looking information and statements included in this news release are not guarantees of future performance and should not be unduly relied upon.

Examples of such forward-looking statements in this news release include, but are not limited to, the expectation of a successful product launch of COLDSORE-FX and whether or not Afexa will be able to penetrate and expand the existing cold sore market.

The Company believes the expectations and assumptions reflected in the forward-looking information and statements contained herein are reasonable. However, no assurance can be given that these expectations and assumptions are correct and that the results, performance or achievements expressed in, or implied by, forward-looking statements within this disclosure will occur, or if they do, whether any benefits may be derived from them. All forward-looking statements are expressly qualified in their entirety by this cautionary statement.

Investors are encouraged to consult SEDAR filings for more details on forward-looking statements and associated risks.

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About COLDSORE-FX

COLDSORE-FX[®] is a product derived from a natural source for the symptomatic treatment of cold sores. The active agent is Propolis ACF[†]— a unique and proprietary extract containing flavonoids collected by Canadian honeybees and used to sterilize their hives. The ingredients in COLDSORE-FX[®] have been studied in controlled clinical trials, reviewed by Health Canada in granting an NPN, and found to relieve the itching, burning and pain associated with cold sores, and to shorten healing time.

About the ICOM/COLDSORE-FX survey

The online survey was conducted for Afexa Life Sciences by ICOM, a division of Epsilon Targeting, from January 17th to January 25th, 2011 with a representative sample (gender, province) of 4,600 (2,300 sufferers of cold sores and 2,300 non-sufferers) male and female respondents aged 18 years and older across English-speaking Canada. The survey is considered accurate within +/-1.4% 19 times out of 20.

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