



## **Agile Therapeutics Commercial Head to Present at Digital Pharma East**

*– Industry Veteran to Discuss Trends in Marketing to Healthcare Practitioners and Health Literacy –*

**PRINCETON, N.J. –October 16, 2012** – Agile Therapeutics announced today that Katie MacFarlane, Pharm.D, who is responsible for the company’s commercial activities, will be presenting at Digital Pharma East, taking place October 15-18 in Philadelphia.

Dr. MacFarlane will be participating in the panel discussion “Health Literacy in the Digital World: How to Develop Health Initiatives So Patients Can Not Only Read, But Understand, and Act on the Information” on October 16 at 4:45 pm ET. Dr. MacFarlane will also be giving an individual presentation on October 17 at 8:30 am ET entitled “5 Top Trends Affecting Promotion to Healthcare Practitioners - Implications for Pharmaceutical Marketers.” Her presentation will share results from a survey of pharmaceutical marketers, executives, and service providers to highlight the most important trends and their implications, covering trends such as decreased access to health care providers, increased use of smart phone technology, pressure on coverage and reimbursement, and corporate focus on gross margin.

A 23-year veteran of the pharmaceutical industry, Dr. MacFarlane is currently playing an instrumental role in the preparation for commercialization of Agile’s investigational once-weekly contraceptive patch, AG200-15, which is designed to deliver a low daily dose of hormones. Agile recently filed the NDA for AG200-15 and anticipates a response in the first quarter of 2013.

“I am delighted to participate in Digital Pharma East,” said Dr. MacFarlane. “During the past five years, there have been a number of shifts in the economic, regulatory, and business environment that are currently affecting promotion of pharmaceutical products to healthcare practitioners and I look forward to discussing these new trends with attendees.”

### **About AG200-15**

AG200-15 is an investigational combination hormonal contraceptive patch, designed to deliver a low dose of ethinyl estradiol comparable to low-dose combination oral contraceptives. The phase III trials for AG200-15 enrolled nearly 2,000 women and formed the basis for the Company’s application to the US Food and Drug Administration in 2012.

The AG200-15 patch is intended to be applied once weekly for three weeks, followed by a fourth, patch-free week. The patch is designed using a soft, flexible cloth, with a silky feel, and is intended to provide excellent adhesion, comfort, and appearance.

**About Agile Therapeutics**

Agile Therapeutics is a pharmaceutical development company specializing in Women's Healthcare products, with an initial focus on providing women with more options and potentially more convenient methods of hormonal contraception. The company's lead investigational product, AG200-15, is designed to be a once-weekly contraceptive patch that has recently been submitted to the FDA as a New Drug Application (NDA) for review. In addition, Agile is also developing a low dose, progestin-only contraceptive patch, AG890 (formerly AG900). Both AG200-15 and AG890 incorporate proprietary transdermal delivery technology, Skinfusion®, developed by Agile, consisting of an active and peripheral adhesive system that has been designed to allow stable drug delivery and dependable adhesion over seven days. For more information, please visit <http://www.agiletherapeutics.com>.

**About Digital Pharma East**

Since its inception in 2006, Digital Pharma East has grown to become the leading event for Life Science Marketers. We provide the latest digital innovations and eMarketing dogma that go on to shape the pharma digital marketing world. The 2012 event will host over 625 marketers, attending 70 sessions featuring over 85 speakers. For more information, please visit <http://www.digitalpharmaseries.com/east/about.php>.

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