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THERAPEUTICSMD ADDED TO 2013 RUSSELL INDEXES

Boca Raton, FL, July 1, 2013 – TherapeuticsMD, Inc. (NYSE MKT: TXMD), a women’s healthcare company focused on developing and commercializing products targeted exclusively for women, announced today that the company had been added to the 2013 Russell 3000[®] Index. Membership in the broad-based Russell 3000[®] Index also means inclusion in the Russell 2000[®] and Russell Global Indexes. Annual reconstitution of Russell U.S. Indexes captures the 4,000 largest U.S. stocks as of the end of May 2013, ranking them by total market capitalizations.

“We are pleased to note our addition to the prestigious Russell Indexes, as it marks another significant step in the development of our company as a leader in the women’s healthcare field,” said Robert Finizio, Co-Founder and Chief Executive Officer. “The enhanced profile generated by the Russell Indexes will enable us to increase awareness of TherapeuticsMD and reach a broader investor base.”

Russell Indexes are widely used by investment managers and institutional investors for index funds and as benchmarks for both passive and active investment strategies. Approximately \$4.1 trillion in assets are benchmarked to the Russell Indexes.

The Russell 2000[®] Index is a subset of the Russell 3000[®] Index representing approximately 10% of the total market capitalization of that index. It includes approximately 2,000 of the smallest securities based on a combination of their market cap and current index membership. The Russell 2000[®] Index is constructed to provide a comprehensive and unbiased small-cap barometer and is completely reconstituted annually to ensure larger stocks do not distort the performance and characteristics of the true small-cap opportunity set.

About TherapeuticsMD, Inc.

TherapeuticsMD, Inc. is a women’s health pharmaceutical company driven to pursue the development and commercialization of advanced hormone replacement therapies. We are currently developing advanced hormone therapy pharmaceutical products designed to alleviate the symptoms of and reduce the health risks resulting from menopause-related hormone deficiencies. We are evaluating various other potential indications for our hormone technology, including oral contraception, preterm birth, vulvar and vaginal atrophy, and premature ovarian failure. More information is available at www.therapeuticsmd.com.

TherapeuticsMD[®] is a registered trademark.

Except for the factual information contained herein, the statement regarding the company’s belief that the enhanced profile generated by the Russell Indexes will enable the company to increase awareness of TherapeuticsMD and reach a broader investor base, is a forward-looking statement within the meaning

of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995. This forward-looking statement is subject to risks and uncertainties that may cause actual results to differ materially, including but not limited to the actual effect of the addition to the Russell Indexes, timely and successful completion of clinical studies and the results thereof; challenges and costs inherent in product marketing; the risks and uncertainties associated with economic and market conditions; risks and uncertainties associated with TherapeuticsMD’s business and finances in general; and other risks detailed in TherapeuticsMD’s filings with the U.S. Securities and Exchange Commission including its annual report on Form 10-K filed on March 12, 2013, reports on Form 10-Q and Form 8-K, and other such filings. This forward-looking statement is based on current information that may change. Investors are cautioned not to place undue reliance on this forward-looking statement, which speaks only as of the date of this press release. The forward-looking statement is qualified in its entirety by this cautionary statement, and TherapeuticsMD undertakes no obligation to revise or update this forward-looking statement to reflect events or circumstances after the issuance of this press release.

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