

TherapeuticsMD™

FOR IMMEDIATE RELEASE
November 1, 2012

SYMBOL: TXMD
TRADED: OTCQB

BocaGreenMD, Inc. Launches Line of Generic Prescription Prenatal Multivitamins

FOR IMMEDIATE RELEASE – November 1, 2012 – Boca Raton, FL – TherapeuticsMD™, Inc. [OTCQB: TXMD], parent company of BocaGreenMD™, Inc., ("BocaGreenMD") announced today that on November 6, 2012, BocaGreen MD will launch its Prenal™ line of generic prescription prenatal vitamins designed to meet the needs of pregnant mothers and women planning to become pregnant.

PrenalPlus is a comprehensive single dose dietary supplement containing one prenatal tablet with 16 vitamins and minerals, plus one softgel with 300 mg of plant-based DHA.

Prenal is a convenient, single daily softgel with 14 vitamins, minerals, and 200 mg of plant-based DHA.

Prenal Chew is a single daily easy to chew, vanilla flavored, chewable tablet ideal for women planning a pregnancy and those with difficulty swallowing tablets or capsules, or where nausea or morning sickness makes taking tablets or capsules difficult.

All Prenal multivitamins contain a unique combination of folic acid and plant-based DHA.

Jason Spitz, Chief Marketing Officer of BocaGreenMD, stated, "We are very excited to introduce our Prenal prenatal multivitamins with a unique combination of folic acid and plant-based DHA. Prenal prenatal multivitamins will be welcomed by health care providers and pharmacists as innovative generic products that offer patients and customers a cost-effective choice without sacrificing quality. Prenal, Prenal Plus, and Prenal Chew are available by prescription only at chain, independent, and mail order pharmacies throughout the United States."

About BocaGreenMD

BocaGreenMD is a pharmaceutical company that focuses on developing authorized generics for women's health products. Creating value and savings for the consumer without sacrificing quality will drive innovation at BocaGreenMD. Questions may be directed to Daniel A. Cartwright, BocaGreenMD's Chief Financial Officer, at (561) 961-1911. More information on BocaGreenMD and its products are available at www.bocagreenmd.com or www.prenal.com.

About TherapeuticsMD

TherapeuticsMD, Inc. is a specialty pharmaceutical company focused on creating safe and effective therapies exclusively for women. The Company's branded over-the-counter ("OTC") and pharmaceutical products are designed to improve the health and well-being of women from pregnancy through menopause. Questions may be directed to Daniel A. Cartwright, the Company's Chief Financial Officer, at (561) 961-1911. Additional information on TherapeuticsMD is available on its website at www.therapeuticsmd.com.

This press release shall not constitute an offer to sell or a solicitation of an offer to buy securities of TherapeuticsMD, Inc., nor shall there be any sale of these securities in any state in which such offer, solicitation, or sale would be unlawful. Certain statements in this release and other written or oral statements made by or on behalf of the Company are "forward-looking statements" within the meaning of the federal securities laws. Statements regarding future events and developments and our future performance, including the Company's receipt of gross proceeds from the private placement, intended use of such proceeds, and plans to begin Phase III trials and launch three generic prescription prenatal vitamin products, as well as management's expectations, beliefs, plans, estimates, or projections relating to the future are forward-looking statements within the meaning of these laws. The forward-looking statements are subject to a number of risks and uncertainties including FDA and market acceptance of the Company's products and the Company's continued access to capital and other risks and uncertainties identified in the Company's Form 10-K and other filings with the Securities and Exchange Commission. The actual results the Company achieves may differ materially from any forward-looking statements due to such risks and uncertainties. These statements are based on our current expectations and speak only as of the date of such statements. The Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of future events, new information, or otherwise.

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