

FOR IMMEDIATE RELEASE

February 7, 2012

SYMBOL: TXMD

TRADED: OTC QB

THERAPEUTICSMD, INC. LAUNCHES ITS FIRST PRESCRIPTION PRENATAL VITAMIN ON MARCH 1, 2012

FOR IMMEDIATE RELEASE – February 7, 2012 – Boca Raton, FL – TherapeuticsMD™, Inc. ("Therapeutics™" or the "Company") (OCTQB: TXMD), parent company of vitaMedMD, LLC ("vitaMedMD™"), a specialty pharmaceutical company, announced today that on March 1, 2012 it will launch its first prescription prenatal vitamin, vitaMedMD™ Plus Rx. vitaMedMD™ Plus Rx is a single-dose combo-pack containing one prenatal vitamin tablet and one life's DHA™ capsule. The Company plans to launch its second prenatal vitamin, vitaMedMD™ One Rx in April 2012 which will combine the prenatal vitamin and a smaller amount of life's DHA™ into a single-dose capsule.

Robert Finizio, Chief Executive Officer of the Company, stated, "We are very excited to introduce vitaMedMD™ Plus Rx as our first prescription-only prenatal vitamin to be sold nationwide. We believe our unique formulation of vitaMedMD™ Plus Rx will be warmly welcomed by physicians and patients and will be seen as a necessary step to ensure a healthy pregnancy. Although we have been in the prenatal vitamin market for over 3 years, our upcoming prescription products are aimed at meeting the product expansion requests from our current customer base of physicians, payors and patients. We look forward to the continued expansion of our product portfolio of high quality, safe, innovative market-leading women's healthcare prescription products."

About TherapeuticsMD™, Inc.

TherapeuticsMD™ is the parent company of vitaMedMD™, a specialty pharmaceutical company. vitaMedMD™ specializes in delivering the highest quality of products for women's health needs through its national sales force and its website. vitaMedMD™ has also developed a patent-pending technology and business methodology to market over-the-counter and prescription versions of nutritional supplements, drugs, medical foods and other medical products directly to consumers with the recommendation of their physician. vitaMedMD's™ business model creates unique value propositions for patients, physician/providers and insurance payors. vitaMedMD™ offers superior-quality products often for a lower overall cost to patients and payors while increasing efficiencies for physicians. vitaMedMD's™ technology allows it to collect and analyze data from various sources to improve patient compliance and education, facilitate product development and provide immediate feedback on effectiveness of therapies. The result is increased efficiency and communication between the patient, physician/provider and insurance payor, ultimately creating improved outcomes for all. This combination of efficient distribution and technology provides measurable customer benefits differentiating vitaMedMD™ from existing competitors in the market. Questions may be directed to Daniel A. Cartwright, Chief Financial Officer, at (561) 961-1911. More information on TherapeuticsMD™ is available on its website at www.therapeuticsmd.com. More information on vitaMedMD™ and its products is available on its website at www.vitamedmd.com.

This press release shall not constitute an offer to sell or a solicitation of an offer to buy securities of TherapeuticsMD, Inc. 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, 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 market acceptance of the Company's services and projects and the Company's continued access to capital and other risks and uncertainties. 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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