

TherapeuticsMD™

FOR IMMEDIATE RELEASE
April 9, 2012

SYMBOL: TXMD
TRADED: OTCQB

THERAPEUTICSMMD, INC. LAUNCHES VITAMEDMD ONE RX, THE FIRST DAILY ONE PILL PRESCRIPTION PRENATAL VITAMIN WITH QUATREFOLIC AND PLANT-BASED DHA

FOR IMMEDIATE RELEASE – April 9, 2012 – Boca Raton, FL – TherapeuticsMD™, Inc. [OTCQB: TXMD], parent company of vitaMedMD® , LLC ("vitaMedMD"), a specialty pharmaceutical company ("TherapeuticsMD" or the "Company"), announced that on April 9, 2012 it launched its second prescription prenatal vitamin, *vitaMedMD™ One Rx*, following the successful launch of *vitaMedMD™ Plus Rx* last month. *vitaMedMD One Rx* is a single daily dose containing one softgel with 14 vitamins, minerals, and 200 mg of plant-based DHA.

Like *vitaMedMD Plus Rx*, *vitaMedMD One Rx* contains the same unique combination of folic acid and the patent-protected fourth generation folate, Quatrefolic®. Both *vitaMedMD Rx* prenatal vitamins have the potential to further reduce the devastating impact of folic acid related deficiencies for patients and their babies. Now patients may choose between the single softgel formulation or the once-daily dose package containing our most comprehensive prenatal multivitamin in one tablet and one softgel.

John Milligan, President of the Company, stated, "After the successful launch last month of *vitaMedMD Plus Rx*, excitement is building within the medical community for a single softgel version. With the introduction of *vitaMedMD One Rx*, we will cover the needs of our target prescribers and ensure access to unique prenatal vitamins to all patients, whether they prefer a single softgel or a daily multi-dose prenatal. We look forward to the continued expansion of our prenatal line with new and innovative products that bring value to providers, patients, and payors."

About TherapeuticsMD

TherapeuticsMD is a specialty pharmaceutical company focused on creating safe and effective therapies exclusively for women. The Company's branded OTC and pharmaceutical products are designed to improve the health and well-being of women from pregnancy through menopause. vitaMedMD provides dietary supplements and healthcare products focused on improving women's health, wellness, and quality of life. Questions may be directed to Daniel A. Cartwright, the Company's 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 are available at www.vitamedmdrx.com and 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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