

# TherapeuticsMD™

FOR IMMEDIATE RELEASE  
May 10, 2012

SYMBOL: TXMD  
TRADED: OTCQB

## **THERAPEUTICSM D, INC. LAUNCHES VITAMEDMD REDICHEW RX, THE FIRST DAILY CHEWABLE PRESCRIPTION PRENATAL VITAMIN WITH QUATREFOLIC**

FOR IMMEDIATE RELEASE – May 10, 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 May 10, 2012 it launched its third prescription prenatal vitamin, *vitaMedMD™ RediChew™ Rx*, following the successful launch of *vitaMedMD™ One Rx* earlier this month and *vitaMedMD™ Plus Rx* last month. *vitaMedMD RediChew Rx* is a small, vanilla flavored, chewable prenatal vitamin tablet that dissolves quickly and is taken once daily.

Like *vitaMedMD Plus Rx* and *vitaMedMD One Rx*, *vitaMedMD RediChew Rx* contains the same unique combination of folic acid and the patent-protected fourth generation folate, Quatrefolic®. With the addition of Quatrefolic, all three *vitaMedMD Rx* prenatal vitamins have the potential to further reduce the devastating impact of folic acid related deficiencies such as spina bifida and anencephaly.

Jason Spitz, Vice President of Marketing for TherapeuticsMD, stated, "*vitaMedMD RediChew Rx* provides a great option for pregnant women who have difficulty swallowing tablets or capsules, or where nausea or morning sickness make taking tablets or capsules difficult. *vitaMedMD RediChew Rx* is also a suitable daily multivitamin choice for all women of childbearing age, as it provides the folic acid recommended by the U.S. Public Health Service, CDC, and the March of Dimes. With the addition of Quatrefolic, vitaMedMD prescription prenatals provide a 'body ready' form of folate, which is especially important for women with MTHFR polymorphisms who may not be able to fully metabolize synthetic folic acid. *vitaMedMD RediChew Rx* also contains vitamins B6 and B12, which may help relieve nausea and morning sickness."

*vitaMedMD™ RediChew Rx*, *vitaMedMD One Rx*, and *vitaMedMD™ Plus Rx* are available by prescription only at chain, independent, and mail order pharmacies throughout the United States. A national field sales team supports the marketing of all three products.

### **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](http://www.therapeuticsmd.com). More information on vitaMedMD and its products are available at [www.vitamedmdrx.com](http://www.vitamedmdrx.com) and [www.vitamedmd.com](http://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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