

TherapeuticsMD™

FOR IMMEDIATE RELEASE
March 2, 2012

SYMBOL: TXMD
TRADED: OTCQB

THERAPEUTICSM D, INC. LAUNCHES VITAMEDMD PLUS RX, THE FIRST PRESCRIPTION PRENATAL VITAMIN WITH QUATREFOLIC AND PLANT-BASED DHA

FOR IMMEDIATE RELEASE – March 2, 2012 – Boca Raton, FL – TherapeuticsMD™, Inc. ("Therapeutics™" or the "Company") (OTCQB: TXMD), parent company of vitaMedMD™, LLC ("vitaMedMD"), a specialty pharmaceutical company, announced that on March 1, 2012 it launched its first prescription prenatal vitamin, *vitaMedMD™ Plus Rx*. *vitaMedMDPlus Rx* is a single-dose combo-pack containing one prenatal tablet with 16 vitamins and minerals, and one softgel with 300 mg of plant-based DHA.

vitaMedMDPlus Rx contains a unique combination of folic acid and the patent-protected fourth generation folate, Quatrefolic®. Brian Bernick, MD, a member of the Board of Directors of TherapeuticsMD and newly-named Chief Medical Officer of the Company, and a practicing, board-certified Obstetrician/Gynecologist with 20 years of clinical experience stated, "Due to the devastating nature of neural tube defects and the fact that folic acid has been shown to prevent their development, experts and government agencies have recommended that all women of child-bearing age intake at least 400 mcg of folic acid per day. Noteworthy, however, is that despite this supplementation, the enzymatic conversion of folic acid into its active form is deficient in approximately 50% of women, thus precluding its protective potential. Quatrefolic is structurally analogous to the active form of folic acid and is available for its immediate biological action by bypassing the enzymatic conversion. Additionally, Quatrefolic has greater bioavailability and stability than previous generations of folic acid. *vitaMedMDPlus Rx* has the potential to further reduce the devastating impact of folic acid related deficiencies for patients and their babies."

Robert Finizio, Chief Executive Officer of the Company, stated, "We are very excited to introduce *vitaMedMD Plus Rx* with Quatrefolic and plant-based DHA as our first prescription-only prenatal vitamin. The unique formulation of *vitaMedMD Plus Rx* will be warmly welcomed by physicians and patients, and will be seen as setting a new standard in ensuring a healthy pregnancy. 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 a specialty pharmaceutical company focused on the sales, marketing and development of branded and generic pharmaceutical and OTC products primarily for the women's healthcare market. The Company's products are designed to improve the health and well-being of women from pregnancy through menopause while using information technology to lower costs for the patient, physician and payor. *vitaMedMD*, a division of TherapeuticsMD, 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.

###