

TherapeuticsMD™

FOR IMMEDIATE RELEASE
March 2, 2012

SYMBOL: TXMD
TRADED: OTCQB

THERAPEUTICSMD, INC. ELECTS FOUR ADDITIONAL DIRECTORS

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 today the election of four additional members to its Board of Directors including Samuel A. Greco, Cooper Collins, Robert V. LaPenta, Jr. and Nicholas Segal. Robert G. Finizio, John C.K. Milligan IV and Dr. Brian Bernick will continue to serve as directors of the Company.

Robert G. Finizio, the Company's Chief Executive Officer, stated, "We are grateful that these gentlemen are joining our board. Their expertise in the areas of healthcare, information technology, branded and generic pharmaceutical products, sales and marketing, new product development, product positioning and equity markets is a huge asset to us as we move forward to expand the reach of our Company and products. We are confident that their involvement will result in positive outcomes for us and will ultimately help us create increased value for our shareholders."

Samuel A. Greco currently serves as Chief Executive Officer and director of CareView Communications, Inc. [OTCQB: CRVW], an information technology provider to the healthcare industry. Greco has spent over thirty years in hospital administration, beginning at an independent city hospital and progressing to Senior Vice President of Financial Operations at Columbia/HCA Healthcare Corporation, the industry's largest healthcare provider. He has become one of the industry leaders in successfully applying these supply chain strategies, vendor partnering and logistics management to improve results and provide significant savings. He was instrumental in the development of the CareView System™ and his extensive contacts and relationships within the industry have been valuable in helping CareView pursue its goals.

Cooper C. Collins is President, Chief Executive Officer and director of Pernix Therapeutics Holdings, Inc., a specialty pharmaceutical company focused on the sales, marketing and development of branded and generic pharmaceutical products primarily for the pediatric market. Over Mr. Collins' tenure as an executive with Pernix, he has been responsible for increasing the overall growth, profitability and efficiency of the organization, overseeing product development and acquisitions, and managing the capital structure of Pernix.

Robert V. LaPenta, Jr. is a Partner of Aston Capital, a private equity investment firm with a current focus on investments in the aerospace, defense, and intelligence markets. Prior to Aston, Mr. LaPenta served as Vice President of Mergers and Acquisitions and Corporate Strategy for L-1 Identity Solutions, Inc., a provider of technology, products, systems and solutions, and services that protect and secure personal identities and assets ("L-1"). Mr. LaPenta assisted L-1 senior management in identifying and providing assessment for over 100 acquisition candidates and investments, structuring, valuation, execution and related financing, and assisted in the sale of L-1 for \$1.7 billion in July 2011. Prior to L-1, Mr. LaPenta spent thirteen years as an institutional equity trader focused on healthcare sector trading for both customer and proprietary accounts. TherapeuticsMD will look to leverage Mr. LaPenta's diverse investing background, capital markets knowledge and his relationships within the financial community to assist it in expanding its market share and investment opportunities.

Nicholas Segal is a director of Seavest Capital Partners ("Seavest"), a private investment company that invests in early and growth-stage companies primarily in the education, healthcare, consumer technology and media sectors. Representing investments of Seavest, Mr. Segal previously served on the board of VitaMedMD prior to its acquisition by TherapeuticsMD. Mr. Segal serves on the board of directors of TireVan Corporation, a private company specializing in online tire sales and installation directly to the consumer. He also serves as an observer

to the board of directors of Tout, a private company with a new social media platform, and Autonet Mobile, a private company specializing in the first Internet-based service platform for the automotive transportation market.

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.

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