PALADIN LABS ANNOUNCES THE LAUNCH OF TRAVELAN® IN CANADA

6 August 2014, Melbourne, Australia: Australian biopharmaceutical company Immuron Limited (ASX: IMC), is pleased to announce that Paladin Labs Inc., its partner for the sale of Travelan® in Canada, announced today the launch of Travelan® in Canada.

As noted by Paladin in its announcement (which is attached), it is estimated that there are over 5 million trips made by Canadians to at-risk regions every year. One-in-three Canadian vacationers have experienced, or have travelled with someone who has experienced, travellers' diarrhoea and three-quarters of Canadians have indicated that they would take a preventive for travellers' diarrhoea.

Paladin's launch follows the signing of a distribution agreement and regulatory approval for Travelan in Canada in November 2013. That agreement included an upfront payment to Immuron and entitles Immuron to receive certain milestone payments based on Paladin's commercialization success, which are in addition to the transfer price payable for each unit of product sold by Immuron to Paladin.

"We are of course very pleased with Paladin's launch. Paladin has a proven track record in successfully marketing and selling a range of over-the-counter products and we are confident that Paladin is well placed to take advantage of Travelan's potential in Canada," said Amos Meltzer, Immuron's Chief Executive Officer.

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About Immuron

Immuron is a biopharmaceutical company focused on oral immunotherapy treatments using dairy-derived antibody products for humans. Immuron's technology platform products all have a very high safety profile. The company's current products and product candidates address infectious diseases of the gastrointestinal tract as well as chronic immune mediated diseases. Immuron's on-market product is Travelan, for preventing travellers' diarrhoea. Immuron also has two phase 2 clinical programs: for the treatment of inflamed fatty liver disease, known as Non-Alcoholic Steatohepatitis or NASH and a NIH-sponsored project for the treatment of Alcoholic Steatohepatitis or ASH. Immuron's main scientific alliances are with Hadassah Medical Center (Israel) and Monash University (Australia).

About Travelan®

Travelan® is clinically-proven to prevent with up to 90% efficacy the main cause of travellers' diarrhoea. Travelan® is a natural product derived from bovine colostrum enriched with antibodies reactive to ETEC, the most common cause of travellers' diarrhea. In clinical trials, Travelan® showed efficacy of up to 90% in protecting against infection with the type of E.Coli that causes travellers' diarrhea. In addition, trials showed a significant reduction in abdominal cramps and stomach pain compared to those who did not receive Travelan®.

About Paladin Labs Inc.

Paladin Labs Inc., headquartered in Montreal, Canada, is a specialty pharmaceutical company focused on acquiring or in-licensing innovative pharmaceutical products for the Canadian market. Paladin has a focused marketing and sales organization that has helped it evolve into one of Canada's leading specialty pharmaceutical companies. Paladin is an operating company of Endo International plc (NASDAQ: ENDP) (TSX: ENL), a global specialty healthcare company focused on improving patients' lives while creating shareholder value. Learn more at www.endo.com.

Forward-looking Statements

Certain statements made in this presentation are forward-looking statements and are based on Immuron's current expectations, estimates and projections. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements.

Although Immuron believes the forward-looking statements are based on reasonable assumptions, they are subject to certain risks and uncertainties, some of which are beyond Immuron's control, including those risks or uncertainties inherent in the process of both developing and commercializing technology. As a result, actual results could materially differ from those expressed or forecasted in the forward-looking statements.

The forward-looking statements made in this presentation relate only to events as of the date on which the statements are made. Immuron will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring after the date of this presentation except as required by law or by any appropriate regulatory authority.

For Immediate Release

Paladin Labs Announces the Canadian Launch of Travelan®

MONTREAL, CANADA, August 5, 2014 - Paladin Labs Inc., a subsidiary of Endo International plc (NASDAQ: ENDP) (TSX: ENL), announced today the launch of Travelan®, a unique over-the-counter product to help reduce the risk of travellers' diarrhea.

Travelan® is clinically proven to provide protection against the main cause of travellers' diarrhea in 90% of consumers who use it[1]. Travelan® is a convenient option for all those travelling to at-risk regions such as Central and South America, Mexico, Africa, the Middle East and Asia. It does not require a prescription, and is not associated with any significant side effects.

It is estimated that there are over 5 million trips made by Canadians to at-risk regions every year[2]. One-in-three Canadian vacationers have experienced, or have travelled with someone who has experienced, travellers' diarrhea[3]. Sources of Enterotoxigenic Escherichia Coli (ETEC) bacteria, which cause the majority of cases of travellers' diarrhea[4], can include poorly cooked meat, contaminated raw vegetables or unpasteurized dairy products. Given that no food group can be regarded as "safe"[4], research demonstrates that three-quarters of Canadians have indicated that they would take a preventive for travellers' diarrhea[3].

"We are pleased to announce the launch of Travelan® in Canada," said Mark Beaudet, President of Paladin Labs Inc. "This option responds to the clear market need for a clinically proven, accessible option to help reduce the risk of travellers' diarrhea."

Paladin obtained the exclusive rights to market and sell Travelan® in Canada, Latin America (including Brazil and Mexico) and Sub-Saharan Africa (including South Africa) from Immuron Ltd (ASX:IMC) in November 2011.

About Travelan®

Travelan® is a natural product which is specifically designed to reduce the risk of infection by ETEC, the most common cause of travellers' diarrhea. In clinical trials, Travelan® showed efficacy of up to 90% in protecting against infection with the type of E.Coli that causes travellers' diarrhea. In addition, trials showed a significant reduction in abdominal cramps and stomach pain compared to those who did not receive Travelan®. There were no reported treatment-related side effects in the clinical trials.
For more information, please visit www.travelancanada.ca
Suggested retail price: $29.99-39.99 (pack of 30 tablets).
Available on pharmacy shelves.

About Paladin Labs Inc.
Paladin Labs Inc., headquartered in Montreal, Canada, is a specialty pharmaceutical company focused on acquiring or in-licensing innovative pharmaceutical products for the Canadian market. Paladin has a focused marketing and sales organization that has helped it evolve into one of Canada's leading specialty pharmaceutical companies. Paladin is an operating company of Endo International plc (NASDAQ: ENDP) (TSX: ENL), a global specialty healthcare company focused on improving patients' lives while creating shareholder value. Learn more at www.endo.com.

References
[1] Travelan Product Packaging, 2013.
[2] Statistics Canada, International Travel 2010, Catalogue no. 66-201-X.
[3] Leger Marketing, State of Vacation: Canadians Perspectives on Travellers' Diarrhea, October 2011.
[4] Public Health Agency of Canada, Canada Communicable Disease Report: Statement on Travellers' Diarrhea, 15 March 2001.

Forward-Looking Statements

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and Canadian securities legislation. Statements including words such as "believes," "expects," "anticipates," "intends," "estimates," "plan," "will," "may," "look forward," "intend," "guidance," "future" or similar expressions are forward-looking statements. Because these statements reflect Endo's current views, expectations and beliefs concerning future events, these forward-looking statements involve risks and uncertainties. Although Endo believe that these forward-looking statements and information are based upon reasonable assumptions and expectations, readers should not place undue reliance on them, or any other forward-looking statements or information in this news release. Investors should note that many factors, as more fully described in the documents filed by Endo and Endo Health Solutions Inc. ("EHSI") with securities regulators in the United States and Canada including under the caption "Risk Factors" in EHSI's Form 10-K, and Endo's Form 10-Q and Form 8-K filings, as applicable, with the Securities and Exchange Commission and by Endo with securities regulators in Canada on the System for Electronic Document Analysis and Retrieval ("SEDAR") and as otherwise enumerated herein or therein, could affect Endo's future financial results and could cause Endo's actual results to differ materially from those expressed in forward-looking statements contained in EHSI's Annual Report on Form 10-K. The forward-looking statements in this press release are qualified by these risk factors. These are factors that, individually or in the aggregate, could cause Endo's actual results to differ materially from expected and historical results. Endo does not assume any obligation to publicly update any forward-looking statements, whether as a result of new information, future developments or otherwise, except as may be required under applicable securities law.

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