



**ORAGENICS**

Oragenics, Inc. Director of Marketing, Linda Loren, To Appear  
On National Morning Show ***The Balancing Act***

*Ms. Loren Discusses Oragenics' Breakthroughs In Probiotics On Popular Daily National  
Morning Show Scheduled To Air On Lifetime Television*

FOR IMMEDIATE RELEASE:

**Tampa, FL** (January 11, 2010) – Linda Loren, Director of Marketing for **Oragenics, Inc.** (OTCBB: ORNI [www.oralgenics.com](http://www.oralgenics.com)), will be a featured guest on the popular national daily morning television program, ***The Balancing Act***, to discuss the Company's pioneering work in the burgeoning science of probiotics. Ms. Loren's segment will air three times on the show, beginning with January 18, and followed by February 8 and March 8. An award-winning talk and magazine show, *The Balancing Act* reaches 96 million homes.

Oragenics and its core probiotics products, *EvoraPlus™*, *EvoraKids™* and *Teddy's Pride™*, have become a major focus of the press. The Company's breakthrough oral-care product lines have received hundreds of feature stories and positive reviews in magazines, newspapers and websites nationwide, along with television segments on Fox Television and PBS.

The patent-pending blend of oral probiotic bacteria, called ProBiora<sup>3™</sup>, was developed by Oragenics' Chief Scientific Officer Dr. Jeffrey Hillman. During his more than 25 years of research, Dr. Hillman found three natural strains of bacteria that help maintain good oral health. ProBiora<sup>3™</sup> is the active ingredient in *EvoraPlus*, Oragenics' fast-growing oral-care product, as well as companion products *EvoraKids™* and *Teddy's Pride™*. All three of Oragenics products are 100% natural and made in the USA in a GMP-certified and FDA-registered facility.

**About Linda Loren**

Linda Loren serves as Director of Marketing for Oragenics, Inc., a Florida-based biopharmaceutical company (OTCBB: ORNI [www.oralgenics.com](http://www.oralgenics.com)). Since joining Oragenics in July 2008, Ms. Loren is credited with devising the brand strategy for the company's over-the-counter oral-care products that have transformed Oragenics into an industry-recognized consumer products innovator. As Director of Marketing, Ms. Loren oversees all key areas of consumer marketing, including advertising, product packaging and promotions, marketing communications, product management, market research and consumer science, media relations, social media marketing and tradeshow management. In addition to her marketing responsibilities, Ms. Loren also serves as an Oragenics' corporate media spokesperson, where she shares her extensive knowledge of nearly every facet of oral care, a topic which has been a

driving force in both her professional and personal life. Ms. Loren recently launched her blog, [www.LindaTheToothFairy.com](http://www.LindaTheToothFairy.com) to keep people informed about oral care for their entire family. Questions can be posted about oral care for women, men, children and even pets.

(more)

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### **About The Balancing Act**

Produced by BrandStar Entertainment, *The Balancing Act* airs on Lifetime Television at 7:30 a.m. (ET/PT) and serves as America's only morning show about women, for women, and trusted by women. Celebrating life and all there is to accomplish, *The Balancing Act* inspires and empowers with entertaining and educational segments, placing women in the best position to achieve success in every area of their lives.

### **About Orogenics, Inc.**

Orogenics, Inc. is a biopharmaceutical company engaged in developing unique proprietary technologies, some of which are being commercialized and sold in the over-the-counter consumer healthcare market. The Company also has a number of technologies in discovery, preclinical and clinical development, with a concentration in the main therapeutic area of infectious diseases, diagnostics and oral health. The Company has offices located in Progress Corporate Park at 13700 Progress Boulevard in Alachua, Florida, approximately 15 miles from the campus of the University of Florida in Gainesville, and at 3000 Bayport Drive, Suite 685 in Tampa, Florida.

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