



**ORAGENICS**

January 7, 2010

**Oragenics Names Wolverton Garden And Pet Supplies As  
Distributor For *Teddy's Pride*<sup>™</sup>**

*Wolverton To Represent Oragenics Probiotics Pet Product To Its Network  
Of Pet Retailers And Veterinarian Clinics*

For Immediate Release:

**Alachua, FL** (Jan. 7, 2010) – Florida-based biopharmaceutical leader Oragenics, Inc. (OTCBB: ORNI) has named Wolverton Garden and Pet Supplies as a regional distributor for ***Teddy's Pride*<sup>™</sup>**, the first-ever all-natural probiotics breath freshener and teeth whitener created especially for dogs and cats.

Established in 1940 in Lansing, Michigan, Wolverton Garden and Pet Supplies today ranks among the industry's largest and most distinguished pet supply distributors with more than 14,000 items from over 300 suppliers for all categories of pets. Wolverton's customer base comprises kennels, veterinarian clinics, independent pet stores, and large chain and mass accounts.

"Oragenics has earned a solid industry-wide reputation for science-based products that bring tremendous innovativeness to the retail marketplace. We were instantly impressed with ***Teddy's Pride*** as a product that is effective, promotable and addresses an important consumer need. We are proud to join with Oragenics in representing ***Teddy's Pride*** to our vast base of retailers as well as to customers across our retail locations," said Gene Ratkiewicz, Key Accounts Manager for Wolverton.

"A true industry leader, Wolverton Garden and Pet Supplies has set the standard in pet supplies for generations. We are extremely pleased to embark on our national launch of ***Teddy's Pride*** by working with such an established and highly respected organization," said Gerry David, Executive Vice President, Sales and Marketing for Oragenics.

The key active ingredient in ***Teddy's Pride*** is **ProBiora<sup>3</sup><sup>™</sup>**, an oral probiotic blend that was researched and developed by Oragenics to combat destructive bacteria, keep teeth white and freshen breath. By binding to the teeth, ProBiora<sup>3</sup>'s beneficial bacteria interfere with the growth of destructive bacteria that may inhabit a healthy oral cavity. The result is a direct reduction in the volatile sulfur compounds generated by these destructive bacteria, which are largely responsible for bad breath. As an additional core benefit of ProBiora<sup>3</sup>, ***Teddy's Pride*** delivers 24-hour teeth whitening action for pets.

(more)

Daily use of **Teddy's Pride** Pet Oral Care provides a quick, simple and effective way to naturally promote fresher breath and whiter teeth without the hassle and stress of trying to brush your pets' teeth or investing in cleaning procedures requiring anesthesia at the veterinarian's office. Simply sprinkling **Teddy's Pride** Pet Oral Care – which has no taste and no odor – on pets' food once each day ensures that they will have naturally fresher breath and cleaner, whiter teeth.

Our Chief Scientific Officer, Dr. Hillman, began studying probiotics at the Harvard-affiliated Forsyth Institute in Boston, prior to joining the faculty at the University of Florida. Through his more than 25 years of research, Dr. Hillman realized that good oral health depends on maintaining a healthy balance of the plaque bacteria that live in the mouth. **Teddy's Pride** Oral Care is a product that resulted from this research.

In December 2008, Oragenics released EvoraPlus™, the first probiotics for oral care in a consumer product based on its science of using the body's natural bacteria for promotion of long-term oral health and wellness. EvoraPlus is the Company's proprietary probiotic mint that naturally supports gum and tooth health while freshening breath and whitening teeth. For more information on EvoraPlus, please visit [evoraplus.com](http://evoraplus.com). The Company estimates that seventy percent of people who use EvoraPlus own one or more pets, making **Teddy's Pride** an ideal companion product for this vast market.

**Teddy's Pride** represents Oragenics' entry into the country's nearly \$50 billion pet industry marketplace.

#### **About Oragenics, Inc.**

Oragenics, Inc. is a biopharmaceutical company engaged in developing 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 products in discovery, preclinical and clinical development, with a concentration in the main therapeutic areas of infectious diseases, diagnostics and oral health. The company is 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.

**Safe Harbor Statement:** *Under the Private Securities Litigation Reform Act of 1995: This release includes forward-looking statements that reflect the Company's current views with respect to future events and financial performance. These forward-looking statements are based on management's beliefs and assumptions and information currently available. The words "believe," "expect," "anticipate," "intend," "estimate," "project" and similar expressions that do not relate solely to historical matters identify forward-looking statements. Investors should be cautious in relying on forward-looking statements because they are subject to a variety of risks, uncertainties, and other factors that could cause actual results to differ materially from those expressed in any such forward-looking statements. These factors include, but are not limited to those set forth in our most recently filed annual report on Form 10-KSB and quarterly report on Form 10-Q, and other factors detailed from time to time in filings with the U.S. Securities and Exchange Commission. We expressly disclaim any responsibility to update forward-looking statements.*

(more)

Orogenics/Wolverton - ***Teddy's Pride***  
Page Three

For more information about ***Teddy's Pride***, visit [teddyspride.com](http://teddyspride.com). To schedule an interview with Dr. Hillman, contact Cara Downs at 818-907-5929 / [cdowns@ssapr.com](mailto:cdowns@ssapr.com).

###

CONTACT: SSA Public Relations  
+ 1 (818) 907-5929  
Cara Downs  
cdowns@ssapr.com  
Steve Syatt  
ssyatt@ssapr.com

Orogenics, Inc.  
+ 1 (386) 418-4018  
David Hirsch, President and CEO  
dhirsch@orogenics.com