



ORAGENICS

Oragenics Launches *EvoraKids™* - The First Probiotic Oral Care System For Kids

EvoraKids' ProBiora3 Blend Of Probiotics Fights Harmful Oral Bacteria and Helps Maintain Tooth Health

For Immediate Release:

Tampa, FL (January 25, 2010) – Following on the heels of its successful retail introduction of **EvoraPlus™** oral care system for adults, Florida-based biopharmaceutical company Oragenics, Inc. ([.oragenics.com](http://oragenics.com) OTCBB: ORNI) has launched **EvoraKids™** (.evorakids.com), the first probiotic-based, all-natural oral care chewable created to promote oral health for children 3-10 years old.

Featuring a tasty Wild Very Cherry Berry chew, **EvoraKids** includes Oragenics' patent pending ProBiora³ technology, which has been specifically formulated for children to help maintain healthy teeth, their biggest oral care problem.

EvoraKids reaches where toothbrushes and floss can't, into the crevices on the chewing surfaces of teeth. According to the Journal of the American Dental Association*, 80-90% of cavities in children occur on the chewing surfaces of their teeth. The major cause of tooth decay is *Streptococcus mutans*, a common bacteria found in dental plaque. It thrives in people with diets high in sugar, and especially children who tend to eat sugary foods often and haven't yet learned the need for good oral hygiene.

"Kids have very special oral care needs, and are much more likely than adults to form cavities. The probiotics in **EvoraKids™** effectively compete with certain harmful bacteria for both nutrients and space on tooth surfaces. Daily application of the special blend of probiotics in **EvoraKids** will help support healthy teeth in children," said Dr. Jeffrey Hillman, D.M.D., Ph.D., Chief Scientific Officer of Oragenics, Inc.

Through his research, Dr. Hillman found three strains of beneficial bacteria that help maintain an optimal balance of beneficial bacteria in the mouth. He named this patent-pending blend ProBiora^{3™}, the active ingredient in **EvoraKids**. **EvoraKids** is 100% natural and made in the USA in an FDA registered and GMP certified facility ensuring both the highest quality ingredients and complete integrity.

“Maintaining a healthy balance of bacteria in your child’s mouth really is easy and fun with **EvoraKids**. Because it’s difficult to know how well your children are brushing their teeth, the simple step of adding **EvoraKids**, with its Wild Very Cherry Berry blast of flavor, to their regular oral hygiene program will give you peace of mind that you have taken the extra step to ensure happier smiles,” added Gerry David, Executive Vice President, Sales and Marketing for Oragenics, Inc.

EvoraKids will be available worldwide through mass retail, pharmacies and groceries, as well as online retailers and other significant channels of distribution.

About Dr. Hillman

Dr. Jeffrey Hillman founded Oragenics, Inc., to commercialize the fruits of more than 25 years of research at the Harvard-affiliated Forsyth Institute in Boston and the University of Florida. Currently a professor emeritus at the University of Florida College of Dentistry, Dr. Hillman has continued his work at Oragenics on discovery and development of several cutting-edge health technologies. Dr. Hillman has authored or co-authored more than 125 publications and textbook chapters on subjects related to the etiology and prevention of caries (cavities), periodontal (gum) diseases and other infectious diseases and cancer. Dr. Hillman received his undergraduate training at the University of Chicago, his DMD degree from the Harvard School of Dental Medicine, and his Ph.D. from Harvard Medical School.

About Oragenics, Inc

Oragenics, 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.

* Journal of the American Dental Association, Vol 108, pg 448, 1984

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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.*

MEDIA CONTACT: *For more information about EvoraKids, visit .evorakids.com. To schedule an interview with Dr. Hillman, contact Cara Downs at 818-907-5929 / @ssapr.com*