



The Female Health Company / Veru Healthcare Announces Appointment of
Vice President of Marketing

--Company Names Shiao Zhu as Vice President of Marketing for Veru Healthcare--

MIAMI, FL, November 16, 2016 -- The Female Health Company / Veru Healthcare (NASDAQ:FHCO) today announced the appointment of Shiao Zhu as Vice President of Marketing for Veru Healthcare which manages both the Pharmaceuticals and Medical Devices as well as the Consumer Health divisions of The Female Health Company.

“In the role of Vice President of Marketing, Shiao will leverage her considerable expertise in product commercial development and positioning in men’s and women’s health and oncology to lead the marketing efforts in support of the company’s sales goals,” said Mitchell Steiner, M.D. President and Chief Executive Officer of The Female Health Company / Veru Healthcare. “She will oversee the roll-out of our disposable contraceptive device (FC2) as a prescription product, including establishing the infrastructure necessary for facilitating reimbursement under the Affordable Care Act. In addition, she will head the effort to develop and implement our plan for the launch of PREBOOST® as well as the future pre-launch and launch activities for Tamsulosin DRS. Her expertise as a marketing strategist, new product development specialist and market researcher will be invaluable as we continue to grow our legacy business and advance our deep pipeline of late-stage drug candidates.”

Shiao Zhu has extensive and deep experience in the marketing and sales of new products, branded generics, and 505(b)(2) products in the areas of men’s health, women’s health, and oncology. Zhu started her career at Novartis Pharmaceuticals in 1989 and then joined Watson Pharmaceuticals in 1997. She continued with Watson Pharmaceuticals through its mergers to become Actavis and later Allergan until 2015. From 1997-2002, she was responsible for marketing and sales for the oral contraceptive portfolio, and from 2004-2015 was Director of Marketing New Products and was involved with numerous FDA approvals. Products that she helped to market include RAPAFLO® for benign prostatic hyperplasia, Androderm® for testosterone replacement, GELNIQUE® for overactive bladder, TRELSTAR® for prostate cancer, GENERESS® Fe for oral female contraceptive and ella® for emergency contraception. In addition, Zhu has experience with other product areas including drugs for uterine fibroids, hormone replacement therapy, IUDs, infertility and human papilloma virus.

Zhu earned a Bachelor of Arts degree from the University of Wisconsin – Madison and received a Master of Business Administration degree from the San Francisco State University.

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About The Female Health Company

The Female Health Company is a specialty pharmaceutical and medical device company, with a focus on pharmaceutical products that qualify for the 505(b)(2) FDA regulatory pathway that can result in more rapid approval than a full new drug application. The company is organized as follows: Veru Healthcare manages the Pharmaceuticals and Medical Devices division, which develops and commercializes pharmaceutical and medical device products for men's and women's health and oncology, as well as the Consumer Health division, which is focused on commercializing sexual health products, including FC2 Female Condom® (FC2) and PREBOOST®, for the consumer market. The Female Health Company through its Global Public Health Division manages the global public health sector FC2 business. This division markets FC2 to entities, including ministries of health, government health agencies, non-profit organizations and commercial partners, that work to support and improve the lives, health and well-being of women around the world.

More information about the Female Health Company and its products can be found at www.femalehealth.com, www.veruhealthcare.com and www.femalecondom.org. For corporate and investor-related information about the company, please visit www.FHCinvestor.com.

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The Female Health Company

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