BUSINESS NEWS

FOR IMMEDIATE RELEASE

'NEURON' PUBLISHES PAPER VALIDATING PRANA'S THEORIES

DR. BUSH CO-AUTHORS ARTICLE ON 'NOVEL THERAPY FOR PARKINSON'S DISEASE'

Melbourne, Australia – March 28, 2003 – **Prana Biotechnology Limited** (NASDAQ: PRAN; ASX: PBT), the Australian biotechnology company, today announced that the prestigious scientific journal *Neuron* has released scientific findings by the Buck Institute for Age Research collaborating with Prana Biotechnology's, Ashley I. Bush MD PhD, the Harvard University based winner of the 2003 Potamkin award, and a group of internationally renowned scientists including Prana's Dr Robert Cherny of the University of Melbourne**.** The paper, *Genetic or Pharmacological Iron Chelation Prevents MPTP-Induced Neurotoxicity in Vivo: A Novel Therapy for Parkinson's Disease*, discusses the work in Parkinson's Disease and cites the work being undertaken by Dr Bush and colleagues on other neurodegenerative disorders, including Alzheimer's Disease.

The article postulates that the presence of excess iron in the brain is associated with, and may aggravate, oxidative stress. "Reduction in reactive iron by either genetic or pharmacological means," [*through the use of clioquinol, an example of a Prana MPAC class molecule*], "was found to be well tolerated in animals … and to result in protection against the toxin, suggesting that iron chelation may be an effective therapy for prevention and treatment of (Parkinson's) disease."

Dr. Ross Murdoch, Prana's Chief Operating Officer said "Prana's scientists have long recognized the pivotal role of the interaction between metals and proteins in neurodegenerative disorders. Whereas in Alzheimer's Disease the metals zinc and copper interact with the protein Beta-Amyloid, in Parkinson's Disease the metal iron interacts with the protein Alpha-Synuclein. In layman's terms, the article demonstrates the potential therapeutic benefit of attenuating the interaction between metals and proteins in neurodegenerative diseases.

"Several pharmaceutical companies are interested in accessing the patented group of Prana's Metal Protein Attenuating Compounds ("MPAC"), which are currently under development as therapeutics for Alzheimer's Disease. This paper supports Prana's research and drug development strategy to continue to develop its MPAC platform technology for application in other neurodegenerative diseases," added Dr Murdoch.

"*Neuron's* publication of the research findings in Parkinson's disease is another exciting testimony to the validity of Prana's scientific work and reinforces the value of our intellectual property in this area. We have put a substantial effort into our chemistry program for this purpose. The findings demonstrate the tremendous opportunity we have to develop the MPAC class of molecules in multiple disease targets including but not limited to Alzheimer's Disease" commented Prana Biotechnology Executive Chairman Geoffrey Kempler.

Mr. Kempler further pointed out that, "Prana continues to establish itself as one of the leaders in the field of neurodegenerative disorders by continuing to meet corporate and scientific milestones. Prana is in the process of identifying multiple potential diagnostic and therapeutic targets, which we believe worthy of exploration through collaborative and in-house research."

About Parkinson's disease

Parkinson's disease occurs when certain nerve cells, or neurons, in an area of the brain known as the *substantia nigra* die or become impaired. Normally, these neurons produce an important brain chemical known as dopamine. Dopamine is a chemical messenger responsible for transmitting signals between the substantia nigra and the next "relay station" of the brain, the *corpus striatum*, to produce smooth, purposeful muscle activity. Loss of dopamine causes the nerve cells of the striatum to fire out of control, leaving patients unable to direct or control their movements in a normal manner. Studies have shown that Parkinson's patients have a loss of 80 percent or more of dopamine-producing cells in the substantia nigra. (National Institute of Neurological Disorders and Stroke)

About *Neuron*

Neuron is the most prestigious scientific journal in the world dealing with neuroscience. Out of approximately 2,700 scientific journals in the world, Neuron would be considered in the top ten. Dr. Bush's article is also available on *Neuron* website at www.neuron.org.

About Prana Biotechnology Limited

Based in Australia, incorporated in 1997 and listed on the Australian Stock Exchange in March 2000, Prana Biotechnology (OTC: PRNAF; ASX: PBT) was established to commercialize research into Alzheimer's disease and other major age-related degenerative disorders. Its mission is to develop diagnostic and therapeutic drugs to treat the central disease pathways that cause degeneration of the brain as the aging process progresses. Prana's technology has emerged from its researchers at prominent international institutions such as Massachusetts General Hospital at Harvard Medical School and the University of Melbourne. For further information, please visit our web site at www.pranabio.com.

###

For more information contact:

Company	**Media**	**Investor**
Geoffrey Kempler	Ivette Almeida	Can Onen
Prana Biotechnology Limited	The Anne McBride Company	The Anne McBride Company
+61 (3) 9690 7892	212-983-1702 ext. 209	212-983-1702 ext. 212
gkempler@pranabio.com	ivette.Almeida@annemcbride.com	conen@annemcbride.com