



BUSINESS NEWS

IMMEDIATE RELEASE

Independent Industry Expert Recommends Prana

Melbourne, Australia - May 14, 2003 - Australian biotechnology company Prana Biotechnology Limited (**NASDAQ: PRAN; ASX: PBT**), today announced that Bioshares, an independent Australian report which serves a niche investment market, has issued a recommendation to buy Prana shares. The report is available on the Prana website www.pranabio.com

The report emphasises that "the Prana of today represents a substantially superior investment prospect than the company that listed in 2000". The report notes that "there is a paucity of disease modifying treatments in existence or in development for Alzheimer's and other similar neurodegenerative disease and Prana has established a clear foothold in the arena."

Other reasons supporting the Bioshares recommendation are the large patent portfolio of the company, as well as the appointments of Dr. Ross Murdoch as Chief Operating Officer and Dianne Angus as Vice President of Intellectual Property (IP) and Licensing.

Dr. Murdoch brings a strong pharmaceutical background to managing Prana's relationships with the large pharmaceutical companies and Ms. Angus provides expertise on IP and licensing to protect and develop Prana's substantial patent portfolio.

Geoffrey Kempler, Executive Chairman of Prana, stated: "We believe that Prana has achieved several difficult milestones since listing and we are happy to see that industry experts also share our point of view. Given our dedicated management and strong portfolio, Prana is placed to deliver further value to its shareholders."

About Prana Biotechnology Limited

Based in Australia, incorporated in 1997 and listed on the Australian Stock Exchange in March 2000, Prana Biotechnology (Nasdaq: PRAN; 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.

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