

## Helix BioMedix Retains Shelton Group as its Investor Relations Agency

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Helix BioMedix Inc. (OTC Bulletin Board: HXBM), a developer of bioactive peptides, today announced that it has retained the Shelton Group to serve as its strategic investor relations counsel.

Shelton Group is a full service corporate communications agency offering integrated programs for both investor relations and public relations to leading public companies across multiple industries. With more than 13 years of experience, Shelton Group's Investor Relations team provides all aspects of strategic counsel designed to raise the visibility of client companies as well as to build and sustain investor support.

"Our Board and management team are committed to creating long-term value for our stockholders," stated R. Stephen Beatty, President and Chief Executive Officer of Helix BioMedix. "We are confident that Shelton Group is the right partner to help us increase our visibility within the investment community and maintain strong communications with our stockholders and other key stakeholders. As we execute on our business objectives to grow and expand our business, we believe Shelton Group can be instrumental in properly positioning Helix BioMedix to a highly targeted audience, while building a broad following for the company."

Leanne Sievers, Executive Vice President of Investor Relations at Shelton Group, commented, "We are very pleased to be working with Helix Biomedix and believe our experience and expertise in investor relations, coupled with our extensive relationships in the investment community, will help bring expanded awareness to the company. Our strategic IR program will focus on effective and consistent communication to both current and potential investors, with the goal of highlighting Helix's business and growth opportunities, while building confidence within the Company's existing stockholder base."

For more information about Helix BioMedix, please visit the investor relations section of the Company's web site at [www.helixbiomedix.com](http://www.helixbiomedix.com) or contact Shelton Group directly.

### **About Helix BioMedix, Inc.**

Helix BioMedix, Inc. is a biopharmaceutical company with an extensive library of diverse bioactive peptides and patents covering six distinct classes and hundreds of thousands of peptide sequences. Our mission is to enrich clinical practice and the patient/consumer experience by developing topically applied products, which offer the health, beauty and safety benefits of advanced bioactive small molecule technology. Our vision is to be recognized as the world leader in the identification, qualification and commercialization of natural and synthetic peptide technology.

Our core competencies include peptide design, synthesis and characterization together with assay development, screening, tissue culture and microbiology, leveraged through relationships with contract research organizations and peptide manufacturers. We have the capability to take our product development programs from theoretical concept to a validated and qualified skin care active ingredient fully validated as to efficacy and safety. Applications for Helix BioMedix peptides include anti-aging cosmeceutical skin care and acne treatment as well as other topical anti-infective pharmaceuticals and wound healing applications. In addition, we are developing finished, peptide-based products to market with our partners.

More information about the company and its proprietary peptides may be found on the company's website at [www.helixbiomedix.com](http://www.helixbiomedix.com).

**About Shelton Group**

Shelton Group is a full-service, strategic investor relations (IR) and public relations (PR) agency providing customized programs and services to public and privately held companies across multiple industries. Founded in 1994, Shelton Group offers a team of professionals with diverse backgrounds that uniquely blend business acumen with creativity to deliver the highest quality of service. Applying an integrated approach to corporate communications, Shelton Group delivers a company's unified story to all targeted audiences. Through a dedication to value-added service and a national network of key strategic relationships, Shelton Group has built a trusted reputation with the media, industry experts and the financial community that produces immediate results for emerging and established companies. With offices in Texas, California and Taiwan, Shelton Group is also a partner firm of Public Relations Organisation International (PROI), which provides access to more than 50 offices worldwide. For more information about the firm, please visit [www.sheltongroup.com](http://www.sheltongroup.com).

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