

LIPOCINE INC. ANNOUNCES CHANGE IN TRADING SYMBOL

SALT LAKE CITY (BUSINESS WIRE - August 22, 2013) Lipocine Inc.(OTCQB/OTCBB:LPCN), a specialty pharmaceutical company, announced today that it has changed its trading symbol from OTCBB:MBARD to OTCQB/OTCBB:LPCN. On July 24, 2013, Lipocine successfully completed a reverse merger with Marathon Bar Corp. The combined company is focused solely on the business of Lipocine.

About Lipocine Inc.:

Lipocine Inc. is a specialty pharmaceutical company developing innovative products for use in men's and women's health using its proprietary drug delivery technologies. Lipocine's lead product candidate, LPCN 1021, is Phase III ready and is targeted to treat symptoms of low testosterone for men in need of testosterone replacement therapy. This product candidate is designed to provide twice-a-day oral dosing. Additional pipeline candidates include LPCN 1111, a next generation longer-acting oral testosterone therapy product and LPCN 1107, potentially the first oral product for the prevention of preterm birth.

Forward-looking Statements:

Any forward-looking statements in this release are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 and include all statements relating to the proposed use of proceeds and the potential benefits of Lipocine's product candidates. Investors are cautioned that all forward-looking statements involve risk and uncertainties, including without limitation the risks related to the receipt of regulatory approvals and other risks detailed in Lipocine's filings with the U.S. Securities and Exchange Commission, including without limitation its Current Report on Form 8-K, dated July 24, 2013.

<https://ir.lipocine.com/LIPOCINE-INC-ANNOUNCES-CHANGE-IN-TRADING-SYMBOL>