

Flex Pharma Broadens Management Team

October 6, 2014

Boston, MA – Flex Pharma, Inc., a biopharmaceutical company dedicated to creating innovative, novel treatments for neuromuscular disorders, today announced the appointment of Marina Hahn as President of Consumer Goods, and the appointment of Elizabeth Woo as Vice President of Investor Relations and Corporate Communications.

“As pioneers developing solutions to relieve painful muscle cramps, Flex Pharma is building an innovative and experienced team to address this significant unmet need,” commented Flex Pharma Co-Founder, Co-Chair of the Company’s Scientific Advisory Board and Nobel Laureate, Rod MacKinnon M.D.

Ms. Hahn, working in close collaboration with Flex Pharma Board member, John Sculley, will lead the Company’s efforts to develop and launch a product for athletes to prevent exercise associated muscle cramps. Prior to joining Flex Pharma, Ms. Hahn served as Chief Strategist and Chief Marketing Officer for Quirky, Inc., a tech startup focused on bringing consumer inventions to retail through community. As the top executive of Spirits Marque One, Ms. Hahn transformed the virtual startup into a value-added acquisition by Constellation Brands. She established SVEDKA vodka as the fastest growing U.S. spirit brand with 40 percent year over year revenue growth for seven years. In Ms. Hahn’s earlier career with PepsiCo, she put Pepsi on the leading edge of pop culture with award-winning Super Bowl campaigns featuring major celebrities that enabled the \$8B U.S. beverage portfolio to regain market share dominance.

Ms. Woo brings to Flex Pharma 20 years of experience in investor relations, biotechnology and pharmaceuticals, previously serving as Vice President of Investor Relations for Biogen Idec for 12 years and investor relations consultant to Ironwood Pharmaceuticals and Cubist Pharmaceuticals. During her tenure at Biogen Idec, Ms. Woo managed investor communications through several critical periods, including the overturning of Avonex[®] orphan drug exclusivity, the Tysabri[®] suspension and re-introduction, and the proxy battles with dissident shareholder activist, Carl Icahn.

“Marina and Elizabeth are highly accomplished veterans who will

provide valuable expertise in their respective fields,” said Flex Pharma Chairman and Chief Executive Officer Christoph Westphal, M.D., Ph.D. “We are thrilled to have Marina and Elizabeth join our experienced senior leadership team.”

Flex Pharma’s management team includes:

- Dr. Jennifer Cermak is Vice President of Program Management and brings extensive research and development experience in new product development, candidate selection, first-in-man through Phase IV global clinical trials and compassionate use programs across small molecules and biologics. Previously, Dr. Cermak was a member of Sirtris’ Executive Management team, in leadership positions at United Therapeutics, and was a member of GlaxoSmithKline's CEO’s Future Strategy group.
- Rob Hadfield serves as General Counsel for the Company. Prior to Flex Pharma, Mr. Hadfield was a member of the business group at Cooley LLP, where he advised on corporate transactions involving public and private companies on securities law compliance, corporate governance matters and mergers and acquisitions. Mr. Hadfield began his career as a financial analyst in the health care investment banking group of SG Cowen.
- John McCabe is Vice President of Finance at Flex Pharma. Mr. McCabe's experience includes more than 20 years of managing global accounting and finance functions, including roles serving as Vice President and Chief Accounting Officer at ARIAD Pharmaceuticals and controller for Biogen Idec's U.S. Commercial division.

About Flex Pharma

Flex Pharma, Inc. is a biopharmaceutical company dedicated to creating innovative, novel treatments for neuromuscular disorders. Flex Pharma has demonstrated human efficacy related to muscle cramping in healthy volunteers. The Company plans to initiate efficacy studies in patients with neuromuscular disorders in the first half of 2015.

Flex Pharma was founded by National Academy of Science members

FLEXPharma

Rod MacKinnon, M.D. (2003 Nobel Laureate), and Bruce Bean, Ph.D., recognized leaders in the fields of ion channels and neurobiology, along with Chairman and Chief Executive Officer Christoph Westphal, M.D., Ph.D. Flex Pharma is backed by the Longwood Fund, Bessemer Venture Partners, EcoR1 Capital, Jennison Associates, LLC and a number of additional blue chip investment funds and angels.

Additional information about Flex Pharma is available online at <http://www.flex-pharma.com>.

Contact:

Elizabeth Woo
VP, Investor Relations & Corporate Communications
Flex Pharma, Inc.
ewoo@flex-pharma.com
617-874-1829