

Fall 2009
OTCBB: RPBC

Financial Highlights (9/30/09)

52 week range:

Share price: \$0.02 - \$0.30

Market cap: \$2 million - \$24 million

Employees: 12

Cash position:

\$7.5 million

Capitalization:

Shares: 79.8 million

Options: 9.1 million

Warrants: 13.8 million

Investment Highlights

- Leveraged technology: compelling market opportunities in both Foods and Beverages and Pharmaceuticals
- Food and Beverage
 - All-natural sweetness enhancer (RP44)
 - Low sodium substitute (Betrasalt™)
 - Efficient regulatory strategy via GRAS approval process
- Pharmaceutical
 - Novel treatment modality for diabetes and obesity
- State-of-the art discovery platform and facilities
- Active partnership strategy
- Proven management team



Redpoint's understanding of the biology of taste and its relationship to metabolism, satiety, and diabetes impact both the development of healthier foods and potentially, new approaches to the treatment of diabetes and obesity. Redpoint is developing taste modulators for the food and beverage industry with the aim of enhancing sweet and savory flavors in food products which can lead to reductions in added sugar and salt. The development of healthier and more tasteful food can contribute to improving the overall health of the world's population, since many modern diseases are related to excess dietary sugar and salt. Recent scientific research suggests that many of the same taste-signaling components found on the tongue are also expressed as part of a nutrient-sensing system located in the gastrointestinal tract, which could lead to new opportunities for the discovery of novel diabetes or obesity therapeutics.

Scientific Background

The five basic tastes of sweet, savory, bitter, salt and sour are sensed primarily by taste buds located on the tongue. Recent scientific breakthroughs relating to the molecular receptors and key signal transduction pathways responsible for taste have allowed Redpoint to develop a proprietary platform, based on modern drug discovery technologies, to identify and develop novel, use-specific taste modifiers. In addition, a growing body of scientific research suggests that these taste pathways are also found in the gastrointestinal tract which may lead to potential opportunities for the discovery of new diabetes or obesity therapeutics. Redpoint currently owns or has exclusive license to 7 issued U.S. patents and 2

issued foreign patents. In addition, Redpoint has over 105 U.S. and foreign patent applications pending.

Tapping Large Markets

The worldwide market for foods and beverages that incorporate sweet, salty and savory flavors is estimated to be in excess of \$1 trillion. Manufacturers are coming under ever-increasing pressure from both government and market forces to develop healthier and lower calorie foods, while at the same time maintaining taste. With an estimated 24 million Americans suffering from diabetes and incurring over \$100 billion dollars in medical costs annually, it is undeniable that diabetes and obesity are becoming epidemics in the United States.

Redpoint Programs

Sweetness enhancer - Health and wellness trends continue to be major market drivers for the food and beverage industry, creating consumer demand for natural solutions that can preserve the clean sweet taste of sugar while reducing calories. RP44 is an all-natural sweetness enhancer. Taste tests conducted by an independent research laboratory demonstrate that RP44 enables the reduction of up to 25% of the caloric sweeteners in product prototypes while maintaining the taste quality of the fully sweetened product. All natural RP44 is intended to be used in relatively small quantities in concert with nutritive sweeteners. Redpoint is actively seeking a commercial partner and has recently begun to provide RP44 to major ingredient suppliers and food and beverage companies which are in the process of evaluating our all natural sweetness enhancer in their own taste systems. Redpoint intends to develop RP44 through the GRAS determination/notification process.

Low sodium substitute - Betrasalt™ is a proprietary formulation of GRAS ingredients that mitigates the bitter and metallic taste of potassium chloride (KCL), the active ingredient used in many salt substitute products. Betrasalt retains the cooking functionality and preservative qualities of common table salt (sodium chloride) with an improved taste profile as compared to potassium chloride alone.

Novel treatment modality for diabetes and obesity - Recent scientific research suggests that many of the same taste-signaling components found on the tongue are also expressed as part of a nutrient-sensing system located in the gastrointestinal tract. This could lead to potential opportunities for the discovery of novel diabetes or obesity therapeutics. Redpoint has initiated a program designed to leverage the research conducted on the discovery of taste modulators to discover new drugs targeting metabolic disorders.

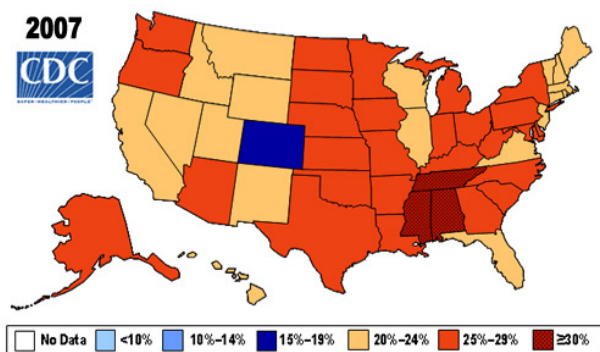
Pursuing an Efficient Regulatory Strategy

Redpoint intends to discover and develop taste modifiers that are approved for sale through the GRAS (Generally Recognized as Safe) determination/notification process. Although the GRAS process involves extensive testing to ensure safety in use, the time to complete testing is relatively short at 18-24 months, and overall development costs are modest (estimated at ~\$1-2 million per compound) compared to the size of the accessible markets. A single GRAS-approved compound has the potential to be used in a wide range of food and beverage applications.

Obesity Trends Among U.S. Adults

(*BMI > 30, or about 35 lbs. overweight for 5'9" person)

Source: Behavioral Risk Factor Surveillance System, CDC



Quick Market Facts

The Center for Disease Control reports that there are more than 145 million overweight and obese adults and more than 23 million overweight and obese children and adolescents in the United States.

Diabetes affects approximately 170 million people worldwide and is increasing, with the WHO predicting 300 million diabetics by 2025. The US alone has 24 million people suffering with diabetes.

Nutritive sweeteners like cane sugar, beet sugar and HFCS are among the most commonly used food ingredients.

The natural and non-nutritive sweeteners market is approximately \$50 billion worldwide, and represents a major cost of goods for many food and beverage manufacturers.

Many artificial sweeteners have inferior taste properties relative to caloric sweeteners like sugar and high fructose corn syrup.

The US population typically consumes >4,000 mg of sodium/day, well over the maximum of 2,300 mg recommended by the Department of Health and Human Services and the Department of Agriculture.

Seasoned Management Team (previous experience)

F. Raymond Salemme, Ph.D. Chief Executive Officer	3-Dimensional Pharmaceuticals (Founder, President & CSO), Sterling Winthrop, DuPont-Merck, DuPont, Genex
Scott M. Horvitz Chief Financial Officer	3-Dimensional Pharmaceuticals (Co-Founder & CFO), Magainin Pharmaceuticals
R. Kyle Palmer, Ph.D. Senior Director, Research Discovery	Schering-Plough Research Institute
Robert Daines, Ph.D. Director, Chemistry	GlaxoSmithKline
S. Paul Lee, Ph.D. Director, Molecular Biology	Aptus Pharmaceuticals

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In addition to historical facts or statements of current condition, this corporate fact sheet contains forward-looking statements within the meaning of the "Safe Harbor" provisions of The Private Securities Litigation Reform Act of 1995. Forward-looking statements provide the Company's current expectations or forecasts of future events. The Company's performance and financial results could differ materially from those reflected in these forward-looking statements due to among other factors, uncertainty inherent in the discovery phase of technological development, any efforts by third parties to invalidate or limit any patents, the marketplace acceptance of its products, the decisions of regulatory authorities, the results of clinical trials and general financial, economic, regulatory and political conditions affecting the food and beverage, biotechnology and pharmaceutical industries generally. Given these risks and uncertainties, any or all of these forward-looking statements may prove to be incorrect. The Company undertakes no obligation to update publicly any forward-looking statement. You should review the "Risk Factors" section set forth in the Company's SEC filings, including the most recent quarterly report on Form 10-Q, for a discussion of important factors that could cause actual results to differ materially from the results described in or implied by the forward-looking statements contained herein.