



FOR IMMEDIATE RELEASE:

**SPHERIX INCORPORATED SELECTS LAVOIE GROUP AS CORPORATE
COMMUNICATIONS/PUBLIC RELATIONS AGENCY**

Salem, MA, October 13, 2009 -- LaVoie Group, a life science-focused strategic communications agency, announced today that it has been selected by Spherix Incorporated (NASDAQ CM: SPEX) to represent them for corporate communications and public relations.

Donna L. LaVoie, President & CEO of LaVoie Group, commented, "Spherix is an exciting late clinical-stage company developing innovative products for Type 2 diabetes and related metabolic conditions. The company also has a consulting subsidiary, Spherix Consulting, Inc, dedicated to providing scientific and strategic support throughout its client's product lifecycle. We look forward to working with Spherix's management team to communicate its value proposition to key constituencies, including potential pharmaceutical partners and key opinion leaders."

Claire L. Kruger, Chief Executive Officer of Spherix added, "We selected LaVoie Group for their extensive life science communications experience and strong knowledge of the therapeutic area. LaVoie Group will assist us in developing our late-stage commercialization readiness plan, and to create awareness of Spherix's products and services to our stakeholders."

About Spherix

Spherix Incorporated is a developer of innovative treatments for Type 2 diabetes and metabolic diseases. Spherix utilizes the scientific and regulatory service expertise from its subsidiary, Spherix Consulting, Inc. in its development of its product pipeline.

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Spherix's lead product candidate, D-Tagatose, is currently being evaluated in Phase 2 and Phase 3 clinical trials as a novel and natural oral diabetes treatment for Type 2 diabetes.

About LaVoie Group, Inc.

LaVoie Group provides senior-level strategic counsel and tactical implementation of strategic communications programs designed to properly position, create visibility and drive value for each client. We help our life sciences companies attract capital, reach corporate partners, generate revenue and build their companies through integrated communications programs. In addition to Spherix, Inc., our clients are emerging and leading global brands in the life science sector, such as sanofi-aventis, Vertex Pharmaceuticals, Rockwell Medical, Cardioxyl Pharmaceuticals, ESBATech AG (now part of Alcon), Profectus Biosciences, Invida Holdings, Inc., and Agile Therapeutics.

In 2009, LaVoie Group was selected for two industry awards including the coveted Impact Award for "Best Industry-Exclusive Agency," sponsored by the League of American Communications Professionals (LACP) and the Bell Ringer merit award for corporate identity by the New England Publicity Club. LaVoie Group is also ranked by O'Dwyer's PR Report as one of the leading independent healthcare PR firms in the U.S. For more information, please visit <http://www.lavoiegroup.com>.

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