

Callitas Health Welcomes Brian D. Keane as Capital Markets and Merger and Acquisitions Consultant

CINCINNATI, OH, May 28, 2019 – Callitas Health Inc., (CSE: LILY, OTCQB: MPHMF, FWB: T3F3), (the “Company” or “Callitas”) a clinical-stage pharmaceutical development, OTC consumer goods marketing and cannabis delivery development company, today announced that Brian D. Keane will join the team as the Company’s Capital Markets and Merger and Acquisitions Consultant. The addition of Brian to the team will allow Callitas to continue focus on its patented wellness technology delivery platform and continued expansion into the global cannabis marketplace.

Brian D. Keane J.D., B Sc, has over 20 years of capital markets, investing and C-level consulting experience with over 100 emerging growth companies globally. He is currently CEO of Qualified Capital Consultants and co-founder of 420 Acquisitions, LLC. He has served in multiple consulting roles and directorships with family offices, public companies and multimedia specialists in the legal cannabis industry. Among them, he served as founding director at 1933 Industries Inc, CSE: TGIF.

Previously, Brian had banking and M&A roles at Deutsche Bank, Rodman and Renshaw, Ladenburg Thalmann & Co, Techvest, LLC and Yorkville Advisors. He began his career as a securities trader at NDB Capital Group (NYSE: NDB) and has held multiple FINRA Securities Licenses. He earned a JD from New York Law School and a B Sc. from the University of Scranton.

"We are proud to welcome Brian back to the Callitas team. As prior interim CEO, Brian is familiar with our patented delivery technology, as well as the multiple assets that are owned by the Company that will be evaluated for monetization as we expand into the legal cannabis market," said James Thompson, CEO of Callitas. "We are confident in his depth of experience in both capital markets and cannabis to help the Company shareholders achieve increased value on the heels of it expanding its IP into the cannabis space."

"We feel the future of cannabis consumption both in retail and future pharmaceutical markets will rely upon accurate dosing, quality control and certainty of active ingredients, its bio-availability and assertion of intellectual property around cannabis-based delivery technologies," Thompson continued. "Brian will be a key member of our team as we continue launching our platform for cannabis products and potential M&A opportunities for the company."

"Having worked predominately in the legal cannabis industry for the last five years, the time is now to differentiate by developing novel methodologies for cannabis delivery and protect it through the proper assertion of intellectual property and patents, which Callitas is doing," commented Brian. "I am very excited to help expand the Company’s initial portfolio of technologies, both Canna-strips and the recent patent allowance of its Bi-Phasic candy. These products are game changers for accurate dosing and applying it as an alternative for consumers that suffer from pain and are dependent on opioids for relief."

“Finally, given the companies proven success in female wellness technology with products in conception, arousal and other applications, I am excited to help drive revenue through furthering its existing partnerships with Lifestyles and EPT as well as identifying other partnerships and M&A opportunities around the world.”

About Callitas Health

Callitas Health Inc. is a clinical-stage pharmaceutical development, OTC consumer goods marketing and cannabis delivery development company, focused on developing innovative technologies for weight management, female sexual health and wellness, cannabis delivery technologies and other proprietary drugs. For more information, visit www.callitas.com.

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Notice regarding investigational devices: CannaMint Strips, C-103 and Extrinsa are investigational drugs or devices and are not currently available outside of approved clinical trials. Claims regarding the safety and efficacy of these devices have not been evaluated by Health Canada, the U.S. Food and Drug Administration, or any other international regulatory body. Neither the Canadian Securities Exchange nor its Regulation Service Provider (as that

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