



Callitas Health Inc., Announces New Partnership with NFI Consumer Healthcare's e.p.t. Pregnancy Test Line

CINCINNATI, OH, USA (March 5, 2018) – Callitas Health Inc. (CSE: LILY, OTCBB: MPHMF, FWB: T3F2), (the “Company” or “Callitas”) a clinical-stage company developing innovative technologies for weight management and female health and wellness, announced today a new partnership with NFI Consumer Healthcare’s e.p.t.®, the Over-The-Counter (“OTC”) pregnancy test kit brand.

“ToConceive, our clinically proven fertility lubricant, is a perfect cobranding fit with e.p.t. pregnancy test kits, a category leader in the women’s OTC health market,” stated Callitas CEO James Thompson, “e.p.t.’s brand recognition in the space will help our Company build awareness for the fantastic impact ToConceive can have on couples trying to get pregnant.”

The partnership between NFI and Callitas will include promotional opportunities on shelf, product samples and new product inclusion at major food, drug and mass retailers throughout the United States.

“After purchasing EPT in 2017, our group began working on potential line extensions for the brand that would emerge it from only being a pregnancy test brand to becoming part of the complete family planning process,” said Benjamin Blessing, EVP of Sales and Marketing for NFI Consumer Products.

“Developing a packaging concept that included the ToConceive product just made sense to us,” Blessing said. “This is a brand completely devoted to helping women fulfill their desire to become pregnant. We are pleased to have a product that may facilitate a long-anticipated and life changing pregnancy.”

About Callitas Health

Formed in early 2015, Callitas Health Inc. is a clinical-stage company developing innovative technologies for obesity, weight management and female health & wellness. In addition to its recent acquisitions of C-103, a reformulation of Orlistat, Extrinsa and assets from 40J’s LLC, the Company successfully launched ToConceive in North America as a clinically proven option for couples struggling with the inability to conceive. www.toconceive.com.

Callitas Health Inc. trades on the Canadian Securities Exchange (CSE) under the ticker symbol “LILY” as well as on the OTCQB as “MPHMF” and FWB (Frankfurt Stock Exchange) as “T3F2.”

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Notice regarding Forward Looking Statements: This news release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. This news release includes forward-looking statements with respect to the regulatory approval and the commercialization of the rights to the Company's biomedical & drug technologies. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this news release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company's disclosure documents which can be found under the Company's profile on www.sedar.com and the Company's filings to the CSE at www.cnsx.ca. Such risk factors may cause the inability of the Company to successfully commercialize any of its biomedical technologies.

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 term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.