

News Release

Unique Vasoprotective and Antihypertensive Effects of VASCAZEN®'s Formulation Presented at ESC Congress 2014

FOR IMMEDIATE RELEASE

September 3, 2014

Woodbridge, Ontario, September 3, 2014 - Pivotal Therapeutics Inc. (OTCQX:PVTTF; CSE:PVO), ("Pivotal" or the "Company"), a specialty pharmaceutical company with a focus on Omega-3 therapies for cardiovascular disease ("CVD") and overall health, announced today that the cardio-protective effects of Pivotal's unique Omega-3 formulation commercialized as **VASCAZEN®** was presented at the 2014 Annual Scientific Meeting of the European Society of Cardiology ("ESC") Congress 2014 in Barcelona, Spain, by Rasul et al. from the Laboratory of Biophotonics and Pharmacology of the University of Strasbourg, France.

The presented poster, entitled "**Chronic oral intake of the omega 3 optimized formulation EPA:DHA 6:1 protects against angiotensin II-induced hypertension and endothelial dysfunction in rats**," indicated that chronic intake of **VASCAZEN®**'s EPA:DHA 6:1 prevented the development of hypertension and endothelial dysfunction in a rodent model. The vasoprotective and antihypertensive effects of **VASCAZEN®** is mediated by an improvement of both the nitric oxide (NO) and the EDH-mediated relaxations as well as a reduction of endothelium-dependent contractile response.

"These findings show that formulation, purity and dose plays a significant role in biological activity," said Dr. George Jackowski, Chief Scientific Officer. "Until now, many Cardiologists believed that all Omega-3's had similar vasodilatory effects, regardless of formulation. We are very pleased to have had this opportunity to educate the attendees of the ESC Congress about the unique **VASCAZEN®** EPA:DHA 6:1 formulation and its proven clinical superiority over other existing commercial products in the marketplace in terms of sustained coronary vasodilation (i.e. increase of blood flow)."

About Pivotal Therapeutics Inc.

Pivotal Therapeutics is a publicly traded (OTCQX:PVTTF; CSE:PVO), specialty pharmaceutical company with a focus on cardiovascular disease and overall health. Pivotal Therapeutics' lead product **VASCAZEN®** is a prescription only medical food formulated to meet the dietary Omega-3 deficient needs of patients with cardiovascular disease through elevating Eicosapentaenoic acid (EPA) and Docosahexaenoic acid (DHA) to levels associated with reduced risk of cardiovascular complications. **OMAZEN®** is a pharmaceutical grade Omega-3 providing over 90% pure Omega-3 in each capsule for the maintenance of good health. **OMAZEN®** is a patented product available for sale and distribution in Canada.

About VASCAZEN®

VASCAZEN® is currently available in the U.S. as a prescription only medical food specifically formulated for the dietary management of an Omega-3 deficiency in cardiovascular patients. **VASCAZEN®** is a >90% pure Omega-3 with a proprietary 6:1 EPA:DHA fatty acid formulation, protected by a series of both U.S. and foreign patents.



VASCAZEN[®] has been clinically shown to correct an Omega-3 deficiency within eight weeks of treatment with positive concomitant effects on the lipid profiles, mainly a 48% reduction of triglycerides and an increase of HDL without negative impact on the LDL-C lipid profile. **VASCAZEN**[®]'s results were achieved with a dose of 3 grams of EPA and DHA per day of a prescription grade, high purity, uniquely formulated Omega-3.

Disclosure Notice

The information contained in this document is as of September 3, 2014. This press release contains forward-looking statements. Such forward-looking statements are subject to a number of risks, assumptions and uncertainties that could cause Pivotal's actual results to differ materially from those projected in such forward-looking statements. These statements can be identified by the use of words such as "will", "anticipate", "estimate", "expect", "project", "forecast", "intend", "plan", "believe", "project", "potential", and similar expressions with any discussion of future operating or financial performance or events. In particular, factors that could cause actual results to differ materially from those in forward looking statements include the following: Pivotal's inability to obtain additional financing on acceptable terms; growth in costs and expenses; inability to compete with others who provide comparable products; risk that the Company's products will not gain widespread market acceptance; risks relating to the Company's ability to maintain its CSE listing. Forward-looking statements speak only as of the date made and are not guarantees of future performance. The Company undertakes no obligation to publicly update or revise any forward-looking statements contained in this document as a result of new information or future events or developments. The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this information.

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