

# News Release

## ***BeneFishial™ Pet Formulation Approved For Sale - The First in Pivotal's Animal Health and Nutrition Line***

**FOR IMMEDIATE RELEASE**

**November 25, 2015**

**Woodbridge, Ontario, November 25, 2015 - Pivotal Therapeutics Inc. (OTCQB: PVTTF) (CSE: PVO)**, a specialty pharmaceutical company with a focus on Omega-3 therapies for cardiovascular disease (CVD) and overall health, announced that it received Notification Number **NN.F7C1** for **BeneFishial™ Pet** from the Low Risk Veterinary Health Products Interim Notification Program (LRVHP). Health Canada in cooperation with the Canadian Animal Health Institute has developed an interim notification program for low-risk veterinary health products used in cats, dogs and horses.

**BeneFishial™ Pet** is the first in a series of products in Pivotal's **BeneFishial™ Animal Health and Nutrition** product line to receive approval for sale in Canada. **BeneFishial™ Pet** is an excellent source of Omega-3 fatty acids Eicosapentaenoic acid (EPA) and Docosahexaenoic acid (DHA) to help support optimal pet health. Omega-3 fatty acids from fish oil may help to support cellular health, immune system health, skin and coat health, joint health, brain and eye development and maintenance for cats, dogs and horses.

"We are very pleased to receive approval for **BeneFishial™ Pet** as we continue to further expand the **BeneFishial™** product line into the *Animal Health and Nutrition* market", stated Mrs. Rachele MacSweeney, Co-Founder, President and Chief Operating Officer. "With the same high purity and formulation as our other products, **BeneFishial™ Pet** is the safest, purest and most concentrated Omega-3 fish oil supplement available for pets and horses."

### **About BeneFishial™**

**BeneFishial™** was created as the cornerstone of our new nutraceutical product line, which will include prenatal, children, heart and *animal health and nutrition* orientated products. **BeneFishial™** family of products is specifically designed to be sold in the over-the-counter (OTC) direct-to-retail or direct-to-consumer markets in Canada, U.S. and Internationally. **BeneFishial™** contains the highest content of Omega-3 fatty acids of any other OTC product on the market. It is specifically formulated to give the highest purity, highest anti-inflammatory properties and the best therapeutic effect for a healthy body and mind. It contains the optimal purity, ratio and dose of Omega-3 and is a simple solution to a number of health risk factors.

### **About Pivotal Therapeutics Inc.**

Pivotal Therapeutics is a publicly traded (**OTCQB: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 specially formulated for the dietary management of Omega-3 deficiency in 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



for the professional market. **BeneFishial™** and **BeneFishial™ Pet** are the first products in Pivotal's new nutraceutical product line, which is specifically designed to be sold in the OTC direct-to-retail or direct-to-consumer markets and *animal health and nutrition* markets. The Company's product line is being expanded to include its first drug candidate **PVT-100** and a point of care diagnostic **OmegaSTAT™**. **PVT-100** utilizes **VASCAZEN®**'s unique formulation for the stabilization of vulnerable plaque in patients undergoing carotid endarterectomy. **OmegaSTAT™** is a rapid format point-of-care (POC) diagnostic test being developed to measure Omega-3 deficiency.

#### **Disclosure Notice**

*The information contained in this document is as of November 25, 2015. 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 ability to obtain additional financing on acceptable terms; growth in costs and expenses; ability to compete with others who provide comparable products; risk that the Company's products will not gain widespread market acceptance. 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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