



News Release

Pivotal Therapeutics Inc. Commences Trading on Canadian National Stock Exchange

FOR IMMEDIATE RELEASE

May 19, 2011

Woodbridge, Ontario, Canada, May 19, 2011 - Pivotal Therapeutics Inc. (CNSX:PVO) will commence trading on the Canadian National Stock Exchange (CNSX) effective market opening on Tuesday, May 19, 2011, under the symbol **PVO**.

On April 7, 2011, Pivotal Therapeutics Inc. (Pivotal) and Media Script Marketing Inc. (Media Script) amalgamated to form **Pivotal Therapeutics Inc.** ("the Company") with each respective shareholder becoming a shareholder in the Company. Each Pivotal shareholder is the holder of one (1) Pivotal company share for every one (1) Company share. Each Media Script shareholder is the holder of one (1) Company share for two (2) Media Script shares.

The shares and the share certificates of both Pivotal and Media Script were cancelled and were replaced by the Company shares issued to and registered in the name of the shareholders under the Direct Registration System (DRS). Under DRS, shareholders do not receive share certificates, but are recorded as a registered security holder.

Computershare is engaged as the Company's securities transfer agent and has sent a DRS Advice, notification of the number of common shares of the Company issued and registered in their name providing each shareholder with tradable shares, to every Company shareholder. Shareholders do not need to return Pivotal and Media Script certificates as they have been automatically replaced by the Company shares.

Electronic shareholdings replace physical share certificates offering greater security, accurate record keeping and ease of trading. Information issued to shareholders by Computershare serves as confirmation of shareholder issued and registered Company holdings. For additional information, shareholders can call Computershare's Toll-Free Shareholder Information Line at 1-800-564-6253.

About Pivotal Therapeutics Inc.

With offices in Toronto, Canada and Boca Raton, Florida, Pivotal Therapeutics is a publicly traded (CNSX: PVO) specialty pharmaceutical company with a focus on the treatment of cardiovascular disease. Pivotal Therapeutics' lead product VASCAZEN™ is a prescription medical food formulated to meet the dietary Omega-3 deficient needs of patients with cardiovascular disease through elevating Eicosapentaenoic (EPA) and Docosahexaenoic (DHA) to levels associated with reduced risk of cardiovascular complications.

VASCAZEN™ is a >90% pure, proprietary EPA:DHA fatty acid formulation, protected by a series of both issued and pending US and foreign patents and commercialized by prescription only. This unique formulation will provide the cornerstone upon which a family of cutting edge combination products, with efficacy across a broad spectrum of cardiac care, will be commercialized.

This press release contains forward-looking statements. Such forward-looking statements are subject to a number of risks, assumptions and uncertainties that could cause the Company's actual results to differ materially from those projected in such forward-looking statements. In particular, factors that could cause actual results to differ materially from those in forward looking statements include, our inability to obtain additional financing on acceptable terms, risk that our products and services will not gain widespread market acceptance; continued consumer adoption of digital technology, inability to compete with others who provide comparable products, the failure of our technology, inability to respond to consumer and technological demands, inability to replace significant customers; seasonal nature of our business and other risks detailed in our filings with the Securities and Exchange Commission. Forward-looking



statements speak only as of the date made and are not guarantees of future performance. We undertake no obligation to publicly update or revise any forward-looking statements. When used in this document, the words “believe,” “expect,” “anticipate,” “estimate,” “project,” “plan,” “should,” “intend,” “may,” “will,” “would,” “potential,” and similar expressions may be used to identify forward-looking statements.

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