



News Release

Pivotal Therapeutics Inc. Files Five Patent Applications

FOR IMMEDIATE RELEASE

July 12, 2011

Toronto, Ontario, July 12, 2011 - Pivotal Therapeutics Inc. (CNSX:PVO) announced today that it has filed five provisional patent applications, in the world's largest pharmaceutical market, the USA, with the US Patent and Trademark Office. The patent applications represent the initial filings contemplated by Pivotal Therapeutics in the development of a comprehensive patent portfolio to protect its lead product VASCAZEN™

"The filing of these provisional patent applications secures strategic Intellectual Property rights for VASCAZEN™." says Rachelle MacSweeney, President of Pivotal Therapeutics. "The filing has given us added confidence to continue our work with the objective to demonstrate the ability of our product's differentiated, prescription-grade Omega-3 formula in increasing access and treatment options for patients suffering from cardiovascular disease."

Pivotal Therapeutics is currently awaiting third-party researched clinical data from Clinical Trials being conducted in the US for its lead therapeutic, VASCAZEN™, which will demonstrate its effectiveness in meeting 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's™ unique EPA to DHA ratio contains fish oils produced exclusively for Pivotal Therapeutics by a unique patented manufacturing process, which insures that these oils are of the highest purity.

"Pivotal differentiates itself from many other medical food companies through our novel scientific and business approach," says Dr. George Jackowski, Chief Scientific Officer & Chair of Pivotal Therapeutics. "Pivotal is well-positioned to create value and achieve its long-term goals of continuing to develop cutting edge medical foods for the dietary management of cardiovascular diseases."

VASCAZEN™ will be launched both in Canada this October at the Canadian Cardiovascular Congress' *Vancouver 2011* Conference and in the US this November at the American Heart Association's *Scientific Sessions 2011* in Orlando, Florida.

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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