

News Release

Pivotal Therapeutics Inc. Announces First Prescription Sales in the United States

FOR IMMEDIATE RELEASE

May 22, 2012

Woodbridge, Ontario, May 22, 2012 - Pivotal Therapeutics Inc. (CNSX: PVO; OTCQX: PVTTF), a specialty pharmaceutical company with a focus on cardiovascular health, is pleased to announce that prescription sales have begun in the United States for its lead therapeutic VASCAZEN™. A prescription-only medical food for the aid in the dietary management of Omega-3 deficient cardiovascular disease patients, VASCAZEN™ is now available through prescription in a vast majority of pharmacies throughout the US and is receiving partial reimbursement from a growing number of the nations largest private insurers.

“VASCAZEN’s™ rapid entry into the US market is a reflection of physician interest that is being expressed for Pivotal’s approach to cardiovascular disease as a dietary deficiency of Omega-3. A deficiency in Omega-3 fatty acids has shown to be associated with increased probability of risk factors associated with this leading cause of death in the United States.” says Rachelle MacSweeney, President, Pivotal Therapeutics. “We are currently the only company to introduce an FDA regulated prescription–grade Omega-3 fatty acid medical food for the clinical dietary management of Omega-3 deficiency in patients with cardiovascular disease.”

“We have taken a broader approach to the use of Omega-3 by offering physicians an aid in the dietary management of Omega-3 deficiency within patients through both VASCAZEN’s™ medical food designation and its unique formulation that rapidly elevates Eicosapentaenoic (EPA) and Docosahexaenoic (DHA) Omega-3 fatty acids.” says Dr. George Jackowski, Chief Scientific Officer & Chair of Pivotal, “Physicians have been very receptive as VASCAZEN™ allows them to prescribe this Omega-3 medical food for a wider range of patients compared to the current prescription Omega-3 product on the market.

VASCAZEN™ has been shown to effectively correct an Omega-3 deficiency in study participants within four to six weeks.¹ “The response we are receiving from the medical community has been very positive and we believe that continued demonstration of VASCAZEN’s™ effectiveness will lead to continued interest and growing sales”, added MacSweeney.

About Pivotal Therapeutics Inc.

With offices in Toronto, Canada and Boca Raton, Florida, Pivotal Therapeutics is a publicly traded (OTCQX: PVTTF; CNSX: PVO) specialty pharmaceutical company with a focus on cardiovascular 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 (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

¹ *Pivotal Therapeutics Inc. Releases Positive Results from Open Label Study, September 27, 2011*



cornerstone upon which a family of cutting edge combination products, with efficacy across a broad spectrum of cardiac care, will be commercialized.

OMAZEN™ is a >90% pure, proprietary EPA:DHA fatty acid formulation commercialized for sale and distribution in Canada for the maintenance of good health through elevating Omega-3 fatty acid levels. The unique formulation and dosage will be available to patients and consumers who realize the health benefits of Omega-3 supplementation with a quality product.

Disclosure Notice

The information contained in this document is as of May 22, 2012. 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 CSNX 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.

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