

# News Release

## Pivotal Announces Scientific Presentation At the 17<sup>th</sup> World Congress on Heart Disease Demonstrating Superiority of VASCAZEN™ Unique Formulation

FOR IMMEDIATE RELEASE

August 9, 2012

Woodbridge, Ontario, August 9, 2012 - Pivotal Therapeutics Inc. (OTCQX:PVTF) (CNSX:PVO), a specialty pharmaceutical company with a focus on cardiovascular health, is pleased to announce that data from a scientific study related to the company's product VASCAZEN™ concluded that highly purified Eicosapentaenoic acid (EPA) and Docosahexaenoic acid (DHA) with a 6:1 ratio caused potent endothelium-dependent relaxations of isolated blood vessels superior to that of other pure EPA:DHA ratios (1:1) and only 100% EPA or only 100% DHA.

The study authored by F. Zgheel, M. Alhosin, C. Auger and V.B. Schini-Kerth, entitled *The highly purified EPA:DHA 6:1 product evokes potent endothelium-dependent relaxations of porcine coronary artery rings via the redox-sensitive PI3-kinase/Akt-dependent phosphorylation of eNOS* was presented at the 17<sup>th</sup> World Congress on Heart Disease – Annual Scientific Sessions 2012 on July 29<sup>th</sup> in Toronto, Canada and will be presented at the European Society of Cardiology (ESC) in Munich, Germany on August 27, 2012.

The scientific study conducted at the University of Strasbourg, Illkirch, France demonstrated that a specific (EPA) and (DHA) ratio and purity are important factors in the ability of Omega-3 products to cause endothelium-dependent relaxations of coronary arteries. “We are very excited that the VASCAZEN™ formulation was superior to the other existing commercial products in the marketplace in terms of sustained coronary vasodilation (i.e. increase of blood flow) which is important for patients with Coronary Heart Disease who have compromised coronary vessels” stated Dr. George Jackowski Chairman and Chief Scientific Officer of Pivotal Therapeutics Inc.

### About Pivotal Therapeutics Inc.

With offices in Toronto, Canada and Boca Raton, Florida, Pivotal Therapeutics is a publicly traded (OTCQX: PVTF) (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 (EPA) and (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.



**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 August 9, 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. CNSX has not reviewed and does not accept responsibility for the adequacy or accuracy of this information.*

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