



News Release

PIVOTAL THERAPEUTICS EXHIBITING AT EUROPEAN SOCIETY OF CARDIOLOGY CONGRESS 2012

FOR IMMEDIATE RELEASE

AUGUST 23, 2012

Woodbridge, Ontario, August 23, 2012 - Pivotal Therapeutics Inc. (OTCQX: PVTF) (CNSX: PVO), a specialty pharmaceutical company with a focus on cardiovascular disease and overall health, is pleased to announce that the company will be exhibiting at the European Society of Cardiology (ESC) Congress 2012 in Munich, Germany August 25-29, 2012, Hall A2 Booth #B440. The ESC Congress is the largest meeting of Cardiologists in Europe and a forum for the latest research in cardiovascular disease, both clinical and experimental. It is a renowned Medical Trade Show that attracts delegates from all over the world.

The scientific data demonstrating the superiority of **VASCAZEN™**'s formulation recently presented at the 17th World Congress on Heart Disease – Annual Scientific Sessions has been expanded and these additional findings will be presented at the ESC Congress. The presentation will take place on Monday August 27, 2012 at 16:30 in Tripoli Village 1. The study, 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 authored by F. Zgheel, M. Alhosin, C. Auger and V.B. Schini-Kerth and conducted at the University of Strasbourg, Illkirch and France.

“Exhibiting at the ESC Congress is an important step in the introduction of **VASCAZEN™** to the European market” stated Dr. George Jackowski, Chairman and Chief Scientific Officer of Pivotal Therapeutics. “We are absolutely delighted that the Scientific Study presented last month in Toronto, demonstrating the superiority of **VASCAZEN™**'s unique formulation, was chosen for presentation to this international audience. We are eager to share these findings, especially given the importance to patients with Coronary Heart Disease.”

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 cardiovascular disease 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 acid (EPA) and Docosahexaenoic acid (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 as a prescription only Medical Food in the U.S. 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.

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 23, 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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