



News Release

PIVOTAL THERAPEUTICS INC. GENERATES POSITIVE FEEDBACK AT EUROPEAN SOCIETY OF CARDIOLOGY CONGRESS 2012

FOR IMMEDIATE RELEASE

September 4, 2012

Woodbridge, Ontario, September 4, 2012 - Pivotal Therapeutics Inc. (OTCQX: PVTTF) (CNSX: PVO), a specialty pharmaceutical company with a focus on cardiovascular disease and overall health, is pleased to announce that the company received a positive response to its lead product **VASCAZEN™** at the European Society of Cardiology (ESC) Congress 2012 in Munich, Germany last week. The ESC Congress provided the Company a platform to inform healthcare professionals from around the world on the benefits of **VASCAZEN™** and its unique approach to Omega-3 therapy.

The expanded scientific study presented at the ESC Congress that demonstrated the superiority of **VASCAZEN™**'s formulation was well received by the large audience of delegates interested in Omega-3 and cardiovascular health. 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, France.

"Scientific findings on **VASCAZEN™**'s cellular and membrane effects, in addition to its superior vasodilatory profile, was presented and appreciated by a large audience of clinicians and scientists that attended the oral presentation given at the ESC Congress" said Dr. George Jackowski, Chairman and Chief Scientific Officer. "This conference was attended by over 26,000 individuals working in the cardiovascular field from all over the world, and the data collected on our unique formulation demonstrated to this audience that not all Omega-3 formulations are the same and showed **VASCAZEN™**'s superiority over other prescription only products."

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 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 September 4, 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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