



News Release

PIVOTAL THERAPEUTICS EXHIBITING AT THE 2012 CARDIOMETABOLIC HEALTH CONGRESS

FOR IMMEDIATE RELEASE

October 9, 2012

Woodbridge, Ontario, October 9, 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 will be exhibiting at the 2012 Cardiometabolic Health Congress (CMHC) in Boston, MA October 10-13, 2012 Booth #513. The CMHC attracts over 1000 U.S. based practicing clinicians and provides a forum for the most current information on preventing, diagnosing and managing cardiovascular and metabolic disorders.

“This is the perfect venue to showcase **VASCAZEN™** and educate prescribing physicians on the benefits of our superior and unique prescription only Omega-3,” said Dr. George Jackowski, Chief Scientific Officer. “Our studies indicate that the majority of cardiovascular patients are deficient in Omega-3 and by correcting this deficiency with **VASCAZEN™** it allows physicians to prescribe an Omega-3 therapy to a broader cardiovascular patient population than what is currently on the market.”

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 U.S. 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 October 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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