



News Release

PIVOTAL THERAPEUTICS EXHIBITING AT THE AMERICAN COLLEGE OF CARDIOLOGY'S 62ND ANNUAL SCIENTIFIC SESSION AND EXPO

FOR IMMEDIATE RELEASE

March 6, 2013

Woodbridge, Ontario, March 6, 2013 - Pivotal Therapeutics Inc. (OTCQX: PVTTF) (CNSX: PVO), a specialty pharmaceutical company with a focus on optimizing Omega-3 therapy for cardiovascular disease and overall health, is pleased to announce it will be exhibiting at the American College of Cardiology's 62nd Annual Scientific Session and EXPO (ACC), March 9-11, 2013 at the Moscone Center in San Francisco, California, Booth # S2544. The ACC is the largest gathering of cardiovascular products and services, with the latest advances and solutions in cardiovascular science and care.

"With more than 13,000 cardiovascular professionals attending the ACC, it is a perfect venue to showcase **VASCAZEN**[®] the only prescription Omega-3 therapy specifically formulated for the correction of an Omega-3 deficiency in cardiovascular patients," said Dr. George Jackowski, Chairman and Chief Scientific Officer. "Pivotal will have an opportunity to educate attendees on the benefits patients see as a result of correcting an Omega-3 deficiency with **VASCAZEN**[®]."

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 prescription only Medical Food specifically formulated for the dietary management of an Omega-3 deficiency in cardiovascular patients. **VASCAZEN**[®] is a >90% pure Omega-3 with a proprietary 6:1 EPA:DHA fatty acid formulation, protected by a series of both U.S. and foreign patents. This unique formulation provides 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 prescription grade Omega-3 providing >90% total Omega-3 in each capsule with a unique 6:1 ratio of EPA:DHA. **OMAZEN**[™] is a patented product available for sale and distribution in Canada.

Disclosure Notice

The information contained in this document is as of March 6, 2013. 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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