

LeanLife Health Inc.
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NEWS RELEASE

RD Heritage Group to Market LeanLife Unique Omega Health Product

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CSE - LLP

Vancouver, B.C. – LeanLife Health Inc. (the “Company”) is pleased to announce that RD Heritage Group, LLC (www.rdheritage.com) will be taking on an active business development and marketing role with the Company. RD Heritage has a history of licensing and commercializing drug and health products from the University of California, Santa Barbara and the Stanford Burnham Institute.

RD Heritage brings a level of expertise in the analysis of market needs, consumer trends and competitors landscape. RD Heritage has experience in the relevant application supports to meet customer demands, and can define and execute on the regional technical support process and organization.

RD Heritage established ACTUS Biotechnologies and two subsidiary companies: EnduRx Pharmaceuticals and Convoy Therapeutics. The strategy was to establish support for each licensed technology and provide a basis for financing, operational, research, development, and business partnering support the company required during the initial stages of its commercialization. Run by a management team with significant experience in Life Sciences and in the growth and financing of start-up businesses, RD Heritage provided the necessary support needed to position the inventions.

RD Heritage technical skills are represented by EnduRx, founded in 2011, based on multivalent tumor and cardiovascular homing nanotechnologies invented by Dr. Errki Ruoslahti and his laboratory at the Sanford-Burnham Medical Research Institute. The EnduRx nanotechnologies selectively targeted, image, and treatment for cancerous tumors (glioblastoma, prostate, breast, and others), clotting events (myocardial infarction, stroke, peripheral artery disease, pulmonary embolism), and atherosclerosis. EnduRx Pharmaceuticals works with strategic partners on drugs that have targeting challenges from a safety and/or efficacy perspective, and on new cancer and cardiovascular diagnostic imaging applications. In-house programs include re-formulated Bivalirudin for Acute Coronary Syndrome and unique tumor targeting systems for glioblastoma, breast cancer, and solid tumors.

Convoy was founded in 2011 based on the proprietary Skin-Penetrating And Cell Entering (SPACE) peptide technology invented by Professor Samir Mitragotri and his laboratory at the University of California, Santa Barbara. The SPACE peptide technology can effectively deliver large molecules into skin and cells. The delivery system has an optimal profile with skin penetration efficacy that far exceeds previous attempts. The SPACE peptide is neutral in charge, water soluble, and non-toxic to cells. It is used as part of a highly adaptable plug-and-play delivery system, whereby significant penetration into skin is possible without conjugation to the active. The company has two lead programs: CycloPso**r**b™ for psoriasis and HA-202PH (topical hyaluronic acid) for wrinkles and fine lines.

LeanLife’s product lines are not considered as a drug or a pharma product, but as a health product. Considering the experience of RD Heritage, a thorough analysis capability is a very positive aspect in

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providing a base line for product sales. RD Heritage will also align go-to-market activities and coordinate marketing and sales efforts in selected areas.

About the Company and the Market:

LeanLife products are extracted from flax seeds, a plentiful grain, an organic and a non-animal source. The products can be used as a food additive or as a nutraceutical and have been used in making bread, noodles, cheese, yogurt, juice and milk products for the European market. Their industry leading Omega 3 product formulations are of the highest quality with no cholesterol and toxic substances and are offered as an oil, emulsion and powder.

The global Omega 3 market was valued at 10 billion USD in 2016 and is expected to reach 16 billion USD by the end of 2023, growing at a CAGR of 7.57% between 2016 and 2023.

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Forward-looking Information

Certain statements included in this press release constitute forward-looking information or statements (collectively, "forward-looking statements"), including statements that address the Transaction and the meeting of shareholders and those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", "may", "should" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. These forward-looking statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors. Such statements and information are based on numerous assumptions regarding present and future business strategies and the environment in which the Company will operate in the future, anticipated costs and the ability to achieve goals.