

BetterLife Pharma Launches Website

NEW YORK CITY, July 14, 2020 - BetterLife Pharma Inc. (“BetterLife” or the “Company”) (CSE: BETR / OTCQB: BETRD / FRA: NPAT) indicated the finalisation of its rebranding exercise for its wholly owned subsidiary, BLife Therapeutics, which has been publicly formalised through the launching of its new website. Following its announcement regarding the proposed merger with Altum Pharmaceuticals Inc., the Company’s name and branding is now more consistent with its intent to become a major player within the biotechnology space.

The new website, <http://www.blifetherapeutics.com>, provides visitors with an overview of the Company’s treatment development pipeline, including information on the trial phases for each of the treatments.

The current pipeline for the Company includes:

AP-003

AP-003 is a patent pending proprietary Interferon $\alpha 2b$ (“IFNa2b”) inhalation formulation. In [recent findings](#), IFNa2b has been shown to be effective in slowing viral replication. Not only did IFNa2b help patients' immune systems clear the coronavirus faster, it also appeared to reduce certain inflammatory proteins linked to severe COVID-19 complications.

Cautionary Note

The Company is not making any express or implied claims that AP-003 or any other product has the ability to eliminate, cure or contain the COVID-19 (or SARS-2 Coronavirus) at this time. Further, the safety and efficacy of AP-003 is under investigation and market authorization has not yet been obtained.

AP-002

AP-002 is unique in that it has both anti-bone resorption and direct anti-tumour cell killing activity. This positions it ideally to treat cancer metastatic to the bone. Bone metastases often result in severe pain, spinal cord compression and cancer-induced bone fractures, collectively referred to as skeletal related events.

AP-002 has US Food and Drug Administration IND approval and has started [Phase 1-2 trials in October 2019](#) in the US with cancer patients who have advanced or recurrent solid tumours.

AP-001

AP-001 is a topical IFNa2b product for the treatment of Human Papiloma Virus (“HPV”) infection that can cause cervical cancer. IFNa2b is already established as a potent, broad acting anti-viral agent, with established anti-HPV activity.

BiPhasix-encapsulated interferon IFNa2b can be topically applied and self-administered for use in treatment of HPV-cervical dysplasia. Currently treatment is via surgical procedures within medical settings.

Disclosure: BetterLife Pharma is a client of [BDA International](#).

About BDA International, Inc.:

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Except for historical information, the matters set forth above may be forward-looking statements that involve risks and uncertainties that could cause actual results to differ from those in the forward-looking statements. Such forward-looking statements are based on the current beliefs of management, as well as assumptions made by and information currently available to management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors, such as the failure to complete the merger with Altum, the failure of Altum to complete clinical trials or to have success in such trials, the failure of Altum to secure and/or enforce patent protection for AP-003, the failure of Altum to secure exclusive rights from third parties, the failure of the Company to secure financing needed to carry out the plans set out herein, the failure of the Company’s treatment development pipeline to achieve clinical or commercial success, the failure to meet the conditions imposed by the CSE or other securities regulators, the level of business and consumer spending, the amount of sales of BetterLife's products, statements with respect to internal expectations, the competitive environment within the industry, the ability of BetterLife to commence and expand its operations, the level of costs incurred in connection with BetterLife's operational efforts,

economic conditions in the industry, pandemics, and the financial strength of BetterLife's future customers and suppliers. Reliance should not be placed on forward-looking statements, as they involve known and unknown risks, uncertainties and other factors that may cause the actual results to differ materially from the anticipated future results expressed or implied by such forward-looking statements. Factors that could cause actual results to differ materially from those set forward in the forward-looking statements include, but are not limited to: our ability to obtain, on satisfactory terms or at all, the capital required for research, product development, operations and marketing; general economic, business and market conditions; our ability to successfully and timely complete clinical studies; product development delays and other uncertainties related to new product development; our ability to attract and retain business partners and key personnel; · the risk of our inability to profitably commercialize our proposed products; the risk that our proposed clinical trials will not be launched in a timely manner (or at all) or if launched yield positive results or that we will not obtain regulatory market approvals for our products; the extent of any future losses; the risk of our inability to establish or manage manufacturing, development or marketing collaborations; the risk of delay of, or failure to obtain, necessary regulatory approvals and, ultimately, product launches; dependence on third parties for successful commercialization of our products; inability to obtain product and raw materials in sufficient quantity or at standards acceptable to health regulatory authorities to commence and complete clinical trials or to meet commercial demand; the risk of the termination or conversion of our license with Altum or our inability to enforce our rights under our license with Altum;· our ability to obtain patent protection and protect our intellectual property rights; commercialization limitations imposed by intellectual property rights owned or controlled by third parties; uncertainty related to intellectual property liability rights and liability claims asserted against us; the impact of competitive products and pricing; and future levels of government funding; additional risks and uncertainties, many of which are beyond our control.

Except as required by law, we undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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